HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

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INDEX TO ISSUE OF JULY 3, 1936.

World Radio Population Now Put At 225,000,000.....2

FCC Clears Up Docket; Sets 550-1600 Kc. Hearing.....4
WSM Joins Ranks Of Would-Be Super-Power Stations.....4

Schuette Quits S-W Institute; Becomes Counsel For RCA.....5

Census Figures Released On Three Radio Station Areas.....6

FCC Engineering Department Hires Technical Adviser.....7
Broadcast Advertising Drops Slightly For May.....7

Ban On Foreign Rebroadcasts Postponed For A Month.....8

Japan Considers Television Research Institute.....9
Elaborate Plans Made For Olympic Broadcasts.....9

WOL And St. Louis Applicants Lose In Examiners' Reports.....10

Grand Jury To Investigate Camden Strike.....11
Convention Broadcasts Cost NBC More Than $265,000.....11

Australian Radio Manufacturers Prefer American Tubes.....12
General Harbord Honored By Writers' Guild.....12

No. 942

July 3, 1936

WORLD RADIO POPULATION NOW PUT AT 225,000,000

The population of world radio listeners is growing by leaps and bounds, according to the latest report from the International Broadcasting Office at Geneva, but there is still plenty of more room to expand.

Figures just compiled as of January 1, 1936, disclose a radio listening population of 225,000,000, or 56,168,451 receiving sets. This compares with 48,300,000 sets at the beginning of 1935. Four persons on an average are estimated as having access to a radio receiver.

A. R. Burrows, Director of the International Broadcasting Office, predicted in releasing the report that there will be 60,000,000 radio-equipped homes, or 240,000,000 listeners at the end of this year.

"The United States retains the lead in the world, both in the number of receiving sets possessed by any one State (approximately twenty-two and a half millions in the homes, apart from three millions in motor cars), and in the proportion of the number of homes equipped in relation to each thousand of the population, which is 177.95", Mr. Burrows wrote in World-Radio. "She has drawn away from Denmark, which at one time was challenging her for first place. Denmark, Europe's champion, has nevertheless made headway, and has now a proportion of receiving sets to her population (164.41 per 1,000), which is higher than that of the United States a year ago. Great Britain takes third place in the world, with 160.77 receivers for each thousand persons. She looks like gaining second place during the present year.

"The new figures issued by the International Broadcasting Office include those for the U.S.S.R., the position of which, in the world of radio, it is always difficult to fix for statistical purposes, owing to the fact that the U.S.S.R., as far East as 40 degrees, is officially considered as being in the European zone, whereas it is impossible to obtain statistics dealing with this portion only of the vast Soviet territory. The figures received by the Geneva Office suggest a growth of 475,000 receiving sets within the U.S.S.R. in 1935. Many of these receivers, it is understood, are not receivers used in conjunction with an aerial wire, but apparatus which are attached to the Russian network of distributing circuits, and operate on the principle of 'wireless exchanges'.

"The other continents have produced several surprises. The first of these is that New Zealand listeners have outstripped Australian listeners, so far as the relation of receiving sets to

population is concerned. New Zealand leapt forward during 1935 by 23.1 per cent, against Australia's 12 percent.

"Last year Canada held fourth place amongst the extra-European countries. This year the Dominion is placed sixth despite the fact that on March 31 (Canada's broadcasting year ends on March 31 and not on December 31), she was able to show 47,000 more registered listeners than a year ago. Canada, I am certain, will not grieve over her seeming displacement from a 'prize-winning' position, seeing that this is due to newcomers who possess relatively small areas and populations - one of them being British Somaliland, which possesses only six receivers amongst a white population of sixty-eight.

"If Canada's progress has not been in proportion to that of other British Dominions, that of the Union of South Africa has been above the average. Here a percentage increase of approximately 31.8 has to be recorded. Last year Chili followed on the heels of the Union of South Africa. This year Chili has been left well behind. For some reason, which we have not yet had time to discover, the figures for Chili, and indeed other Central and South American countries - such as Bolivia, Cuba, and Mexico - show a very considerable decrease on those supplied by the same sources a year ago. It is true that in all these cases the figures are but estimates, as there exists no licensing system, but the big declines recorded suggest the introduction of a new basis for the preparation of estimates. On the other hand it will be noticed that the great Argentine Republic claims an increase of about 300,000 receiving sets during 1935, and a place amongst the first eleven in the world in respect of the total number of listeners.

"Japan, although only seventeenth amongst extra-European countries (when one examines the proportion of receiving sets to population), deserves special mention. Actually, she is now sixth amongst the countries of the world in respect of the actual number of homes equipped for the reception of broadcast programs. Last year her numbers increased by 21.5 percent."

The census of radio sets in the principal European countries, follows:

		Yugoslavia	81,385
Great Britain	7,403,109	Latvia	82,175
Germany	7,192,952	Irish Free State	78,627
France	2,625,677	Algiers	41,344
Holland	946,844	Portugal	40,409
Sweden	834,143	Danzig	29,000
Czechoslovakia	847,955	Egypt	41,370
Belgium	746,395	Lithuania	26,763
Denmark	609,226	Morocco	23,079
Austria	560,120	Estonia	24,193
Italy	530,000	Luxembourg	15,000
Poland	491,823	Iceland	12,183
Switzerland	418,499	Bulgaria	17,213
Hungary	352,907	Tunis	10,582
Spain	303,983	Turkey	6,175
Norway	191,378	Palestine	12,200
Finland	144,721	Greece	6,317
Roumania	127,041	Syria	4,307

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SCHUETTE QUITS S-W INSTITUTE; BECOMES COUNSEL FOR RCA

Oswald F. Schuette, for years a stormy figure in the radio industry, has resigned as President of the Short Wave Institute of America and has become counsel for the Radio Corporation of America, which a few years ago he was fighting upon behalf of the independent radio manufacturers.

A formal statement issued by Mr. Schuette stated that he will "advise the Radio Corporation of America on the opportunities for developing new fields and new markets for radio, on the public interest and in the research and patent developments of the art, and on its relation to the radio industry."

It was generally interpreted in the industry, however, that he will take up the cudgel of RCA against Samuel E. Darby, Jr., patent attorney, who represents 11 independent radio manufacturers and who recently has been directing publicity broadsides against RCA charging it with exercising a monopoly in the radio patent field.

Several years ago Mr. Schuette himself represented the independent manufacturers and continually assailed RCA as a "Radio Trust". He at that time had organized the Radio Protective Association.

The latest venture in the radio industry is the sixth that Mr. Schuette has taken up "in the public interest" over the last several years. Besides the RPA, he formed the Audio Research Foundation, the Radio Program Foundation, and the Short Wave Institute. He also served as counsel for the National Association of Broadcasters in the copyright fight, and the formation of the Radio Program Foundation was an outgrowth of this association.

When asked whether he would enter the RCA-independent patent fight, Mr. Schuette explained that in his role of counsel, he would advise RCA on anything that was asked of him.

"I am not getting in any fight, however" he said. "I will merely be an advisor in the matters mentioned in my statement just as an attorney might be."

Frank P. Mullen, publicity chief for RCA, when asked whether Mr. Schuette would direct RCA's scrap with the independents, said: "I don't know."

The fate of the Short Wave Institute is uncertain although Mr. Schuette said that he hoped to see it continue although he would not be associated with it. He asserted that the undertaking was of such interest to the industry that it should not be discarded.

A high RCA official in commenting on Mr. Schuette's resignation, said: "You know, of course, that the RCA was the very backbone of the Short Wave Institute."

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CENSUS FIGURES RELEASED ON THREE RADIO STATION AREAS

The Bureau of the Census has released its business census reports on broadcasting stations in three districts: West North-Central States, East South-Central States, and the Middle Atlantic States.

Total receipts of 63 broadcast stations in the West North-Central States, from sale of radio time during the year 1935, amounted to $5,689,765. The report covers all broadcast stations in the seven West North-Central States which sold time during 1935, except one small station in Nebraska. It includes 14 stations in Missouri, 10 in Nebraska, 10 in Iowa, 9 in Kansas, 8 in Minnesota, 6 in North Dakota, and 6 in South Dakota.

More than one-half (54.4 percent) of the time sales of stations in the 7 States was derived from local advertisers. The remainder was received from national and regional advertisers who purchased time directly from the stations, and from national and regional networks as payment for network commercial programs carried by the stations.

More than one-third (37.5 percent) of the total time sales in this geographic division is accounted for by the 14 stations in Missouri. This State led all others with sales of $2,133,105, of which $1,274,552 (59.8 percent) was local advertising. Iowa was second with $1,172,235, of which $426,557 (or 36.4 percent) was local advertising. Thus Missouri and Iowa stations together accounted for 58.1 percent of the total time sales of stations in the 7 States.

Total receipts of the 34 broadcast stations in the East South-Central States (Alabama, Kentucky, Mississippi and Tennessee), from sale of radio time during the year 1935, amounted to $2,140,634. The report included 9 stations in Alabama, 6 in Kentucky, 7 in Mississippi, and 12 in Tennessee.

About one-half (48.1 percent) of the receipts from the sale of time was derived from local advertisers. The remainder was received from national and regional advertisers who purchased time directly from the stations, and from national and regional networks as payment for network commercial programs carried by the stations.

Tennessee led the other States in revenue with total time sales of $901,108, but the receipts from national and regional networks for carrying network commercial programs wass less than the comparable receipts of Kentucky stations. Tennessee stations received $430,146 from local advertising, which was 47.8 percent of total time sales. Kentucky had total time sales of $748,336, of which $268,708 (35.9 percent) was from local advertising. Alabama had total time sales of $355,427, and Mississippi, $135,763.

Total receipts of 82 broadcast stations in the Middle Atlantic States, from sale of radio time during the year 1935, amounted to $11,422,747. The report includes all broadcast stations in the three Middle Atlantic States which sold time and were in operation December 31, 1935. There were 10 such stations in New Jersey, 39 in New York, and 33 in Pennsylvania.

Slightly less than one-half (46 percent) of the time sales of stations in the 3 States was derived from local advertisers, and the remainder from national and regional advertisers as payment for commercial programs carried by the stations.

Almost one-half (48.5 percent) of the total time sales of stations in the 3 Middle Atlantic States was accounted for by the New York stations. Total time sales of these 39 stations amounted to $5,546,064, of which $2,625,439 (47.3 percent) was local advertising. Pennsylvania stations were second with $3,484,647 revenue from the sale of time, and New Jersey last with time sales of $2,392.036.

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FCC ENGINEERING DEPARTMENT HIRES TECHNICAL ADVISER

The Engineering Division of the Federal Communications Commission this week announced it had hired Dr. Lynde P. Wheeler, a physicist, and made him Chief of the Technical Information Section of the Department.

His job, according to Commdr. T.A.M. Craven, Chief Engineer, will be to keep the Engineering Department informed of scientific and technical progress with respect to communications. Dr. Wheeler was for some time on the faculty at Yale University and was formerly a lecturer at the Bureau of Standards.

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BROADCAST ADVERTISING DROPS SLIGHTLY FOR MAY

Broadcast advertising during May amounted to $8,545,594, a decline of 3.2 percent from the previous month's level, the National Association of Broadcasters reported this week.

Though the usual trend at this time of year is downward, the NAB explained, several contra-seasonal tendencies manifested themselves during May. Regional network and national non-networks advertising rose contrary to the usual seasonal decline, while local broadcast advertising fell instead of rising as expected.

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BAN ON FOREIGN REBROADCASTS POSTPONED FOR A MONTH

The Federal Communications Commission has postponed until August 1st its order requiring broadcasting stations to obtain written permission from the FCC before rebroadcasting foreign programs.

The postponement from July 1st, was made, it was explained, largely because of the protests of Oswald F. Schuette, past President of the Short Wave Institute of America, that the order constituted a censorship. FCC officials promptly denied the charge but stated that they desired more time to investigate the matter.

The original intent of the Commission's Rule 177, barring rebroadcasting without its permission, was to ban six or eight "pirate" radio stations operating just across the Mexican border from having their programs rebroadcast in this country, it was stated.

An official letter was written by a Commission official to broadcasting companies explaining that it was not the FCC's intention to require written permission to rebroadcast each individual program, but merely to require approval of general rebroadcasting of programs covering a relatively long period of time.

In this way, it is understood, the FCC expected to find what companies planned to rebroadcast programs from the American-owned border stations and to take appropriate action.

Whatever the intent of the order, its critics asserted that in effect it established a censorship and noted that the Commission's intention to require only general information was not made clear in the order itself.

The order read, as follows:

"No licensee of any class of broadcast station shall rebroadcast the programs of any foreign radio station without written authority having first been obtained from the Commission."

In a letter sent to each member of the Federal Communications Commission, Mr. Schuette demanded a public hearing on the matter and asserted that the step marked a move "toward the censorship of domestic programs."

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JAPAN CONSIDERS TELEVISION RESEARCH INSTITUTE

The Japan Broadcasting Corporation is seriously considering the establishment of a collective research institute for television on the ground that Japan's research in that field has passed from the experimental to the practical state, according to Andrew W. Cruse, Chief, Electrical Division, Bureau of Foreign and Domestic Commerce. A sum of 200,000 yen has been allocated for the work outlined, namely, to make television a reality in Japan as soon as possible.

Dr. K. Takayanagi, pioneer researcher in television in Japan and the most successful to date, is expected to be the first director of the institute. The institute will conduct experiments from time to time, it is stated. Dr. Takayanagi is reported to have pointed out that: "Our system, though satisfactory theoretically, leaves much to be desired on the practical side. At present, Britain is leading the world in the progress of television research. I think it will be our day from now on. I don't believe television can very well encroach upon the territory of cinema and the newspapers, no matter what progress it may make."

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ELABORATE PLANS MADE FOR OLYMPIC BROADCASTS

Extensive preparations have been made in Berlin to broadcast the Olympic Games to all parts of the globe, so that millions of listeners may enjoy the descriptions of the stirring events which will be of outstanding world interest from August 1 to 16.

As a matter of fact, the listener will be able to learn more about the Olympic activities at one time than the actual spectator, who cannot possibly be in more places than one, whereas the radio audience will be able to listen to descriptions as they come from all arenas while the various contests are under way.

In the main stadium, near the stands for the guests of honor, an underground radio station has been built from which 30 direct broadcasts can be made at a time and also 42 transcriptions on record discs. If these records, of which approximately 40,000 will be needed, were to be piled one on top of the other, the stack would be 150 feet high, and if someone had the patience to listen to them for eight hours a day, it would take him nine months. The main switchboard in this radio station measures 65 feet and has room for 10,000 switches, whose location is indicated by 4,000 small signal lights. In addition fo the main switchboard, there will be 30 auxiliary boards with about 350 microphone connections.

Not only will all the reports of the events held in the Olympic Park be received in this subterranean broadcasting centre but also the reports of the yachting races at Kiel on the Baltic Sea, of the rowing regatta course and the rifle ranges a few miles outside of Berlin, and of the Olympic Village where the athletes of the 53 participating nations will stay during the olympic Games.

In order to take care of the enormous volume of transmissions during the Olympics, radio experts from all over Germany have been summoned. Of these, 400 sound engineers will work on the international programs, 80 on the short wave senders, and 100 on the broadcasts to all parts of Germany.

Arrangements have been made for the closest cooperation with international broadcasting systems. Eighty foreign broadcasters, who will be supplied by the German Broadcasting Company, will rebroadcast the programs. It will be possible to send, at the same time, 18 broadcasts to the countries of Europe, 11 to oversea countries, and one to the stations in Germany. Plans have been made for a total of 2,500 broadcasts to foreign countries and 380 to German stations during the period of the Olympic Games.

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WOL AND ST. LOUIS APPLICANTS LOSE IN EXAMINERS' REPORTS

Adverse reports on the applications of WOL, Washington, to change its wavelength and increase its power and of WILL, St. Louis, and the Star-Times Publishing Co., St. Louis, for assignment on 1250 kc., with 1 KW power, unlimited time, were filed with the Federal Communications Commission this week by Examiners.

Examiner Melvin H. Dalberg recommended denial of the application of WOL to change its wavelength and increase its power. The applicant had requested authorization to change from 1310 kc. to 1230 kc. and to increase its power from 100 to 1,000 watts. Spokesmen had testified that WOL has been carrying some programs of the Mutual Broadcasting System and declared advertisers "are averse to accepting the use of a 100-watt station * * * with two other stations on the network, one with 50,000 watts and one with 500 watts", the report said.

Four stations now render primary service in the District WOL, WJSV, WMAL and WRC. The latter two have applications pending for increased power on their presently assigned frequencies.

Examiner R. H. Hyde declared the evidence was insufficient to show the need for additional facilities in the St. Louis area or that granting of either application "would tend toward a fair, efficient, and equitable distribution of radio facilities as contemplated in Section 307 of the Communications Act as recently amended."

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GRAND JURY TO INVESTIGATE CAMDEN STRIKE

Justice Frank T. Lloyd of the New Jersey State Supreme Court instructed the Camden County Grand Jury July 2nd to investigate violence growing out of the strike of employees at the Victor division plant of the RCA Manufacturing Company at Camden.

He delivered his charge about the same time Harry P. Harmer, President of Camden Local 103, United Electrical and Radio Workers of America, was announcing that the Union's negotiating committee was to confer again with company officials in an effort to end the strike, then ten days old.

Justice Lloyd acted after James B. Carey, 23 years old, of Glassboro, National President of the Union, had been given a choice of serving sixty days in jail or paying a $100 fine by Police Judge Lewis Liberman. He paid the fine and was released. Carey was one of the more than 100 persons arrested since the beginning of the strike, most of them in clashes between strikers and workers.

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CONVENTION BROADCASTS COST NBC MORE THAN $265,000

The cost to the National Broadcasting Company of bringing to American radio listeners complete proceedings of the Republican and Democratic National Conventions was set July 1st at more than a quarter of a million dollars, according to figures released by NBC at Radio City, New York.

The exact total, as computed by the NBC Statistical Department, was $265,457. This total includes the cost of engineering and wire set-ups; commercial time which had to be cancelled; salaries to performers who were in the studios at the time of cancellations, and who were under contract to perform; payment to special commentators and political analysts, and general program and personnel expenses.

The major expense items of both conventions were the cancellations of commercial programs already booked. For the four days of the Republican Convention in Cleveland - July 9th through 12th - the cost of commercial time cancellations totalled $94,614. Salaries to performers cost $36,000. Engineering expenses, payments to commentators and general program expenses totalled $13,500, thus bringing the entire total for the Republican Convention to $144,114.

The Democratic National Convention at Philadelphia, from June 23rd through June 27th, cost slightly less despite the fact that it lasted a day longer. This was attributed by NBC officials to the fact that fewer commercial cancellations were necessary. The total for the Democratic Convention was $121,343.

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AUSTRALIAN RADIO MANUFACTURERS PREFER AMERICAN TUBES

The great majority of Australian-made radio receiving sets are equipped with American tubes, according to a report to the Commerce Department from Assistant Trade Commissioner Wilson Flake, Sydney.

A leading Australian radio trade journal recently conducted a survey, the results of which constitute a representative picture of all branded radio sets manufactured in the Commonwealth, the report states. The survey covered more than 200 models offered by 19 local manufacturers.

The survey showed that 72 per cent of the locally-made receiving sets use American tubes exclusively; 12 per cent use European tubes; and 15 per cent use a combination of American and European tubes. The American tubes used, it is pointed out, are either imported from the United States or made in Australia under American patents and trade-marks.

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GENERAL HARBORD HONORED BY WRITERS' GUILD

Major Gen. James G. Harbord, Chairman of the Board of the Radio Corporation of America, was honored June 30th at a luncheon at the Hotel Waldorf-Astoria, New York, by the Catholic Writers Guild of America in recognition of his book, "The American Army in France", which was published recently by Little, Brown & Co.

In responding to the tributes of prominent writers, educators and military leaders, General Harbord revealed the motives that led to his authorship. After the publication of five books on the war, he said, several members of General Pershing's staff decided that "something must be done" to contradict "misstated" facts in these volumes. His book was the result.

The five gooks to which he referred, General Harbord said, were by General Pershing, Newton D. Baker and Generals Robert Lee Bullard, Peyton C. March and Tasker H. Bliss. General Harbord explained he was "not reflecting on any of the five books in particular" and he exempted the one by General Bullard, who was at the luncheon.

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INDEX TO ISSUE OF JULY 7, 1936

Sykes Hints At Radio Reallocation In NAB Address.....2

Stations Urged For Miami, Salt Lake City, And Prescott.....5

FCC Postpones Police Allocation Order.....6
Sponsors Balk Radio Show At Convention.....6

Paris Television Station Steps Up Power.....7

Levy Threatens To Form New Broadcasters' Assn.....8
Political Commentator Raps Radio "Bunk".....8

Settlement Of RCA Camden Strike Near.....9
Traffic Directed From Air Via Radio.....9

Gifford Tops Communications Salaries In 1934.....10
RCA Wins Patent Case Against D'Andrea.....10
NBC Modernizing San Francisco Studios.....10

Industry Notes.....11

Short-Wave Radio Placed On Czechoslovak Planes.....12
"Gloomy Sunday" Doesn't Upset Canadians.....12

No. 943

July 7, 1936

SYKES HINTS AT RADIO REALLOCATION IN NAB ADDRESS

A reallocation of broadcasting facilities, the first since 1928, may result from a hearing on the broadcast band, 550-1600 kc., scheduled for October 5th by the Federal Communications Commission, Judge Eugene O. Sykes, Chairman of the Broadcast Division, hinted in an address on July 6th to the National Association of Broadcasters in convention at Chicago.

Stressing the significance of the repeal of the Davis Amendment to the Communications Act and the abandonment of the quota system of allocating radio facilities on the basis of population, Judge Sykes predicted that the FCC will provide better service for rural listeners in the near future.

"No new general allocation has been made by the Commission since that of 1928, under the Davis Amendment", he said. "Since then many technical improvements have been made in equipment, including antenna design. All of us have learned a great deal in that time.

"The Commission has in its files the result of the extensive field survey of the coverage and characteristics of broadcasting stations. With these improvements, and this knowledge, it should be possible to make improvements in the allocation. This question has been receiving the careful study of the Commission.

"On the second instant, the Broadcast Division decided to hold such an informal hearing beginning October 5th. Those who desire to participate will be furnished information as to the results of the above studies so that they may carefully consider this data in preparing to make their suggestions and recommendations at the hearing. I am sure that you will appreciate the great importance of this conference to the listening public, the entire broadcasting industry and to the Commission."

Recalling the history of the Davis Amendment, Judge Sykes pointed out that in pssing the organic Radio Act in 1927, Congress failed to appropriate funds for the new Federal Radio Commission, and as a result the Commission had to share the money appropriated for the Radio Division of the Department of Commerce.

"This bringing order out of chaos was a much bigger job than Congress contemplated", he explained. "The Commission, due to a lack of funds, was unable to employ any staff except some clerical help. It was impossible to pass on a great many applications and it was impossible to bring order out of chaos during the first year. At that time, the cream of the radio facilities were being

used in the large cities. Congress thought that the Commission was dilatory in making its distribution of these facilities among the States, and this led to the passage of the Davis Amendment. This amendment, in brief, provided that these radio facilities should be divided equally, as nearly as possible, among the five zones and then the facilities of the zone should be further equitably divided among the States, as nearly as possible, in accordance with the population.

"The object and purpose of Congress, namely, to bring about a fair division of radio facilities throughout the entire country was most praiseworthy, but the formula laid down for this division was too much of a mathematical formula and failed to take into consideration a number of salient facts, such as disparity in size of the five zones, that there was no way of stopping the carrier wave interference of stations and that, in effect, the amendment would really operate in favor of the smaller zones and the smaller States with a dense population. As a result of this amendment in the Fall of 1928, the Commission, as a yardstick, adopted certain quota figures which allocated a value to stations of certain classes and power. It gave to each of the five zones eight high powered, cleared channel assignments; it likewise gave, as nearly as possible, to each of the zones its share of regional and local stations. This brought about a number of changes within the country.

"This allocation, from the standpoint of radio listeners, which we must primarily consider, was an improvement on the first allocation of the Commission. It soon became evident, under this allocation, that the States with a large area and sparse population were lacking in radio service, though overquota under the Davis Amendment. The Commission likewise found that the day power of a number of stations could be increased without interference, but in order to do this, it became necessary to separate night and day quota. This was done and radio reception was greatly improved by increases in day power of stations.

"Bearing in mind the fact that a great many of the rural population have no radio reception, except that of a secondary nature, and that those of our people should be given more reception if possible, the Commission, from time to time, recommended to the Congress that the Davis Amendment be repealed and the original provision in the Radio Act be reenacted into law.

"The recent session of Congress repealed the Davis Amendment and reenacted in its stead the original provision of the Radio Act. This amendment also abolishes the five zones into which the country was divided. Consequently, the Broadcast Division has repealed those rules relating to quota made necessary by the Davis Amendment.

"In all applications for new stations or increases in power, changes in hours of operation, etc., of existing stations, the main questions now for consideration are:

"1. Will interference be caused with existing stations by such grant?
"2. Would it be to the benefit of the listening public to grant the application?
"3. Will the granting of the application tend to bring about a fair, efficient and equitable radio service among the States and the communities?

"Also, the Commission will be able to decide upon the facts presented, to what State and community the station is to be charged.

"I feel sure that, under the present amendment the Commission will be enabled to give these rural listeners better radio service than they now enjoy.

"Speaking technically, the constant effort of the Communications Commission has been to improve broadcast service to the listening public. A great step in this direction is through betterment of station broadcasting equipment. The Commission has no jurisdiction over receiving sets and can not prescribe standards for their production. I am informed, by engineers, that the transmission quality of broadcasting stations now surpasses the reception capability of a majority of broadcast receiving sets. I hope and believe that the set manufacturers will improve the fidelity of receiving sets.

"There has been adopted, within the last year, a number of regulations dealing with technical aspects of broadcast transmission. These are aside from the changed rules and regulations governing services outside of the conventional broadcast band. In these new regulations our desire has been to help the broadcasters help themselves. Very little complaint has been received about these new rules and we, therefore, infer that they must be good.

"I regret to say that we have not yet been able to reach an agreement with Mexico relating to broadcast channels. The result is that we still have interference with some of our stations. This matter is continuing to receive the consideration of the State Department and the Communications Commission and we trust that some time, some day, a satisfactory agreement may be reached.

"Just a fortnight ago there was held in Washington, a conference involving projected uses of channels in the very high frequency band. The conference envisages the development of such services as television, facsimile, very high frequency broadcasting, and other experimental services which you broadcasters eventually will be called upon to nurture.

"From statements made at this conference we are sure that important strides have been made in television, although perhaps it is not yet ready for general use. Facsimile seems to be well perfected and it is possible that the Commission, in the near future, may make provision for its transmission. This question, however, has not yet been settled.

"A good deal has been said in the past relating to the program content of some broadcasts over stations. I congratulate you upon the valuable service rendered by your diligent and efficient Managing Director, James W. Baldwin, in contacting in

your behalf the Commission, the Federal Trade Commission, the Post Office Department and the Department of Agriculture upon this question. I would call your further attention to the fact that, while an alleged cure-all remedy may not be harmful if tkane, it might be harmful because it prevented a patient who was sick from consulting a doctor in time to cure or alleviate his trouble.

"I want to assure you of our deep appreciation for the cordial cooperation you have always shown our Commission and we feel sure that this will continue.

"In my service, since the creation of the Radio Commission in 1927, I have seen radio broadcasting and the radio business grow with stupendous strides. Now broadcasting reaches practically into the homes of all of our people, and correspondingly with this growth in the industry your responsibility and ours has grown. You should ever remember that your programs reach the homes and firesides of our entire citizenship, and you should especially remember that it reaches the ears of the children of tender age in that plastic stage when their character, for good or bad, is being molded. Therefore, your every thought, your every aspiration, and your every act should be to see that each and every program broadcast by your station should tend to improve and develop and make better American citizens of every man, woman and child within its service range."

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STATIONS URGED FOR MIAMI, SALT LAKE CITY, AND PRESCOTT

Favorable reports have been filed by Examiners with the Federal Communications Commission upon applications for construction permits to erect new broadcasting stations in Miami, Salt Lake City, and Prescott, Ariz.

Nathan N. Bauer is the Miami applicant for 1420 kc., 100 watts power, and unlimited hours. There are now two stations in Miami: WQAM, a CBS affiliate, and WIOD, an NBC outlet.

The Salt Lake City applicant is the Intermountain Broadcasting Corp., licensee of KDYL, whose application was granted last February. Upon receiving a protest from the owner of KLO, Ogdent, Utah, the FCC reopened the case. The Examiner recommends that the Commission reaffirm its previous grant of a permit to use 1290 kc., with 1 KW nighttime and 5 KW daytime, unlimited hours.

The Southwest Broadcasting Co., of Prescott, was favored by Examiner P. W. Seward over W. P. Stuart, of Prescott, for a construction permit to build a station for operation on 1500 kc. with 100 watts night, 250 watts daytime, unlimited hours.

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FCC POSTPONES POLICE ALLOCATION ORDER

The Federal Communications Commission on July 6th postponed to July 20th the effective date of an order allocating radio frequencies for use in a nation-wide police broadcasting network.

The order, originally scheduled to go into effect July 1st, was delayed on petition of Purdue University and The National Television Corporation of New York, which protested against removal of the frequencies from use by television experimenters.

Purdue said it had been using one of the wave-bands for television broadcasts for several years and contended that if the wave length were handed over to police stations, residents of rural areas would be deprived of television service.

Commission officials said the entire set-up of frequencies for the projected police network would be resurveyed with a view to determining whether it could be successfully operated without the frequencies now used in television.

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SPONSORS BALK RADIO SHOW AT CONVENTION

At the Democratic National Convention in Chicago four years ago, the "added attractions" included some of the big names of radio, stage and screen. The late Will Rogers almost stole the show from the perspiring presidential candidates.

In Philadelphia this year this part of the convention program was missing. And there's a reason.

The story leaked out in Washington that the 1936 convention leaders again had planned a side show of radio stars to keep the delegates happy during the five long days prior to the Roosevelt acceptance speech.

A week before the convention, leaders began soliciting radio notables by long distance phone. A dozen or more calls were made, and acceptances were obtained from six, including Lawrence Tibbets, Kate Smith and "Amos 'n' Andy".

But there was a joker in the deal. The radio stars cautioned that they "would have to see their sponsors."

On the day before the convention opened, all of the tentative acceptances were withdrawn on the ground that sponsors' contracts prevented such personal appearances. The stars would give no further explanation.

Eddie Dowling, Chairman of the entertainment group and a stage star himself, was left high and dry. He filled in the breach as best he could with an Indian girl singer, a couple of news commentators and the introduction of radio's top flight of announcers, the latter safely confined behind the glass fronts of the convention hall's sound booths.

Not until the convention was well under way did the convention finally land a "personality." She was tiny Lily Pons, star of the Metropolitan Opera and friend of President and Mrs. Roosevelt. She agreed to sing at the Franklin Field notification ceremonies, with no strings attached. Miss Pons has no contract entanglements which might be aline to the New Deal.

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PARIS TELEVISION STATION STEPS UP POWER

France's improved Eiffel Tower television station, which went into operation May 24, 1936, has 10 times the power of the original station; the original power of 2 kw. being raised to 25 kw. and the power at the antenna being raised from 1 kw. to 10 kw. The temporary installation could only transmit images 30 kms., but although definite tests have not been made with the new apparatus, it is estimated that images can be received as far as 70 kms.

It was necessary to reduce the power of the lights at the studio from 25,000 to 10,000 lux per sq. cm., as artists claimed that the original power was too strong for their eyes. This reduction in power, which was done by the adding of an additional electron multiplier, at the same time improving the character of the image amplifiers, has in no way decreased the efficiency of the apparatus.

The Compagnie pour Fabrication des Compteurs et Materials d'Usines a Gaz, which installed the original apparatus, made the above improvements to the Eiffel Tower station. This company has also developed a small receiving set but, according to the director, Mr. Le Duc, it is not at present going into production as it believes that it cannot build a set cheap enough to make it interesting to the public. However, several French manufacturers exhibited television sets at the regular Radio Show, which closed June 2nd.

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An increase in power from 250 watts to 500 watts nighttime and 1 KW daytime for WPRO, Providence, R. I., was recommended to the FCC this week by Examiner P. W. Seward.

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LEVY THREATENS TO FORM NEW BROADCASTERS' ASSN.

Following the plea of Leo J. Fitzpatrick of Detroit, President of the National Association of Broadcasters, for more confidential treatment of internal troubles, Isaac D. Levy, of Philadelphia, announced before the body's annual meeting in Chicago Monday, according to the Associated Press, that he would form a new organization.

Assailing the Association's leadership, particularly Managing Director James W. Baldwin, Mr. Levy asserted that it would be "only a short time before the organization collapses if you run it this way."

He promised his new organization would "give service to our members" and said there would "be no kings and no big shots."

Much of Levy's attack concerned difficulties over music rights which cropped up last December when Warner Brothers withdrew from the American Society of Composers, Authors and Publishers, forcing radio stations to make individual arrangements for the use of music.

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POLITICAL COMMENTATOR RAPS RADIO "BUNK"

"Before the Democratic and Republican Conventions fade from our minds, there are lessons we should take account of", Mark Sullivan, Washington political columnist, wrote last week in his syndicated column. "A minor one has to do with the impression made on the country by the radio.

"The radio descriptions gave the impression of drama, tension, of a great crowd deeply stirred. The facts were quite the contrary. During Senator Robinson's delivery of his address as permanent chairman, supposed to be a solemn and moving keynote of a great party, the national chairman of the party, Postmaster General Farley, sitting in a conspicuous position on the stage, seen by all the delegates and all the galleries, was turning the pages of a tabloid newspaper, with a pleased smile at what one took to be some photographs of himself. One could forgive him - he had had to listen to a lot of political oratory.

"During that same address a strange interloper, Dr. Townsend, entered the hall and found a seat among the newspaper men, in front of the stage. About the $200-a-month-for-the-old leader, to see if there was news in his presence and to ask him questions, gathered rather more reporters than were listening to Senator Robinson.

"Merely to mention the contrast between actuality and the radio accounts is hardly worth while, unless something can be said that is of value. The lesson, it seems to me, is that the two groups concerned - public men and the radio reporters who describe public men and their performance - ought to avoid increasing the amount of bunk in the world."

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SETTLEMENT OF RCA CAMDEN STRIKE NEAR

Negotiations between the RCA Manufacturing Company and the United Electrical and Radio Workers of America were being conducted secretly early this week, but there were indications that the strike at the company's Victor Division plant in Camden, N. J., would be settled soon.

The Negotiating Committee of the Union had virtually completed a reply to a statement made confidentially to it by David Sarnoff, President of the Radio Corporation of America, of which the Camden plant is a subsidiary. A Union official said, however, that the Union's reply would not be made public until the company had had an opportunity to consider it.

There were some disgruntled voices among individual Union members, but in some quarters the opinion was expressed that the positions of the company and the Union were drawing closer together. Estimates placed the number of workers back at their jobs at 9,000 out of the normal 12,244.

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TRAFFIC DIRECTED FROM AIR VIA RADIO

Directing traffic and the possible pursuit of criminals from the air by means of short wave radio was given a practical demonstration in Cleveland a few days ago when Deputy Traffic Commissioner Martin A. Blecke soared over the city in a Goodyear blimp and gave orders to his men below by means of radio.

With a special short wave transmitter and receiver installed in the airship, Commissioner Blecke was able to not only give orders to traffic men in Cleveland's 25 radio police cars in which short wave receivers were installed but also carried on a two-way conversation from one of the cars, which had been equipped by General Electric engineers with a transmitter as well as a receiver.

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GIFFORD TOPS COMMUNICATIONS SALARIES IN 1934

The Federal Communications Commission reported July 6th that 442 officials and employees of communications companies received annual salaries of $10,000 or more during 1934. The report was compiled from data filed with the Commission by telephone, telegraph, cable and radio telegraph companies.

The top salary listed was $206,250 for Walter S. Gifford, President of the American Telephone and Telegraph Company. Newcomb Carlton, Chairman of the Board of the Western Union Telegraph Company, received a $60,000 salary, and a like sum was paid to R. B. White, the Company's President.

Among the Mackay companies, including Postal Telegraph-Cable Company, Ellery Stone, Operating Vice-President and Director, received $21,000, while W. A. Winterbottom, Vice-President, General Manager and Director of R.C.A. Communications, Inc., received $20,000.

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RCA WINS PATENT CASE AGAINST D'ANDREA

In a decision handed down July 6th, Judge Clarence G. Galston in the Federal Court in Brooklyn ruled that a patent held by Radio Corporation of America for superheterodyne radio receiving circuits has been infringed by the F. A. D'Andrea Corporation of 48-02 Forty-eighth Street, Long Island City.

The D'Andrea Corporation, manufacturing solely for the export trade, makes sets which it admits are DeForest superheterodyne circuits when assembled abroad and played. The corporation contended there was no infringement of the patent because no final assembly is made in this country. Judge Galston held that the tests given the sets here before their shipment establish an infringement.

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NBC MODERNIZING SAN FRANCISCO STUDIOS

NBC's San Francisco studios are being equipped with new microphones, new amplifiers, a new mobile unit and innumerable other items of equipment. Western Division Engineer A. H. Saxton is in charge of the modernization. The same type of equipment is to be used throughout as is found in Radio City.

All microphones in the studios not of the velocity, or "Ribbon" type are being replaced by velocity ones. New 40C studio

amplifiers are being installed in all the studios and the automatic switching system is being outfitted with new relays and jacks - about a thousand separate items of equipment, which will make the panel in the control room standard with the type used in Radio City and Chicago.

Mobile Unit #5 has been ordered and will be in operation shortly. This is the conveyance which is virtually a miniature broadcasting station on wheels, able to travel anywhere an automobile can, or to serve as a base for remote control broadcasts from spots attainable only on foot.

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INDUSTRY NOTES

Allura, Inc., 626 I Street, Sacramento, Cal., has been served by the Federal Trade Commission with a complaint charging unfair competition in the sale of an eye lotion advertised by means of radio broadcasts, pamphlets and testimonials.

Sales data for April released by the Radio Manufacturers' Association of Canada, reveal that 8,100 units were sold valued at $698,349, registering a decline of 4 percent in number and 13 percent in value as compared to the previous month (8,441 units valued at $789,659). In comparison with April 1935, a decline of 9 percent in number and 10 percent in value is shown.

Joseph Creamer, who has been unofficially heading the sales promotion activities of WOR, Newark, since February, has been appointed Sales Promotion Manager for the station. He has been a member of the staff since the first part of the year. Previous to coming with WOR, Mr. Creamer was Sales Promotion Director for the distribution branch of the McCall Publishing Company. Prior to that, he served on the staff of Batten, Barton, Durstine & Osborn, Inc., New York advertising agency, and was later Publicity Director for the Frank A. Munsey Company.

Arrangements are reported under way for WSM, Nashville, which is owned and operated by the National Life & Accident Insurance Co., to ally itself with the Mutual Broadcasting System. As the plans now stand WSM would become a basic station, such as WOR, WLW and WGN. This alliance would necessitate WSM's breaking away completely from NBC, which now offers the station as a member of the south-central group.

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SHORT-WAVE RADIO PLACED ON CZECHOSLOVAK PLANES

The Czechoslovak Air Traffic Company recently introduced short wave transmitters and special goniometric instruments on their airplanes. The short wave airport broadcasting stations and the plane transmitters operate on a 50 to 100 meter wave band which permits of an uninterrupted two-way communication during the whole flight and after landing through a fixed aerial above the plane's body.

The long wave broadcasting stations of the Prague airport requires (for the 900-meter wave) a capacity of 1,000 watts and the maximum wave range is 650 kilometers.

The new radio-goniometric instruments of the Czechoslovak Air Traffic Company are connected with a circular antenna and permit of an exact goniometric spotting of the airplane and, through reception from any broadcasting station (300 to 1,800 meters wavelength) near the air route, the direction of the flight may be set accurately. At the same time, the programs received are transmitted into the passenger cabin, thus serving a double purpose.

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"GLOOMY SUNDAY" DOESN'T UPSET CANADIANS

"Gloomy Sunday", a mournful dirge that has been banned forever in Hungary, the country of its origin, that has become "forbidden music" with certain broadcasting companies on this and other continents, and that caused such international attention that Congress threatened to prohibit its playing, would seem to be a complete flop as far as Canadian listeners are concerned.

The "song of death", responsible, it is claimed, for 23 suicides, was played at various intervals for a week from CRCT, the Canadian Radio Commission station at Toronto, and, according to reports, not a hair was turned.

Leading orchestra conductors and crooners refuse to have anything to do with the song, fearing dire consequences. Others have omitted it from their repertoire simply because they dislike its melody. CRCT officials with considerable trepidation, broadcast it after several requests. Nothing happened, however, and "Gloomy Sunday" was put back into the music library as just another "number".

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF JULY 11, 1936.

Baldwin Reelected Following Stormy NAB Convention.....2

Allen Heads Eastern G.O.P. Radio Unit.....4
87 Mid-West Stations Gross $10,111,645.....4

RCA Stages Planned Television Show For Licensees.....5

Local Advertising Backbone of Radio, Census Chief Says.....6

N. J. Governor To Sue Radio Commentator.....8
Radio Clean-Up Drive Forecast By Amusement Organ.....8

Four Washington Stations Gross $739,530.....9
France Building Station Of 120 KW. Power.....9

Mutual Network Officials At Chicago Luncheon.....10
Don Flamm Takes Brief European Respite.....10

Argentina Changes Regulation On Radio Tubes.....11
RCA Lauded For Protecting Free Speech Despite Strike.....11

Industry Notes.....12

No. 944

July 11, 1936.

BALDWIN REELECTED FOLLOWING STORMY NAB CONVENTION

James W. Baldwin, Managing Director of the National Association of Broadcasters, was reappointed by the NAB Board of Directors following a stormy convention of organized broadcasters at the Stevens Hotel in Chicago, July 6-8, attended by some 800 delegates and guests.

C. W. Myers, President and principal owner of KOIN, Portland, Ore., was elected President of the NAB by the membership at its closing session although a Nominating Committee had proposed Edwin W. Craig, of WSM, Nashville, who is in Europe. Mr. Myers succeeds Leo Fitzpatrick, of WJR, Detroit.

Mr. Baldwin was reappointed despite a one-man revolt on the opening day of the convention and after threatened opposition from the networks subsided.

Isaac D. Levy, of WCAU, Philadelphia, Treasurer of NAB, withdrew his station membership from the organization and stated he would form a rival organization after sharply criticizing the NAB leadership for its actions in connection with copyright negotiations. However, at the conclusion of the convention there was no indication that any substantial number of member stations were joining Mr. Levy's revolt.

The attack on Mr. Baldwin and the Board of Directors came after Mr. Fitzpatrick had made a plea for unity in the industry. Mr. Levy, in making charges of wilfull misfeasance against the NAB leadership, described the Directors as "the secret ten".

No attempt was made by the NAB Managing Director to answer the attack in his subsequent report. He referred the membership to his detailed report on copyright matters last February and asserted it answered adequately all of the charges made.

Meanwhile a move was started by the networks to take copyright matters out of the hands of the NAB on the ground that it is a matter for private negotiations. Mefford R. Runyon, Treasurer and Vice-President of the Columbia Broadcasting System, made the proposal but the membership voted it down and authorized continuance of the Copyright Bureau.

Mr. Levy charged Mr. Baldwin with ignoring instructions of the Board that a letter be sent to the NAB membership urging acceptance of the ASCAP five-year contract under former terms. As a result, he said, the Warner Brothers withdrawal and consequent troubles ensued.

Mr. Baldwin assumed the role of a dictator, the Philadelphian asserted, and failed to consult either with the Executive Committee or the President. His publicity releases on copyright, Mr. Levy said, "tore into shreds this association."

During the course of his speech, Mr. Levy assailed three other persons formerly associated with the NAB and charged them with splitting NAB funds when the Radio Program Foundation dissolved.

"Three gentlemen, Hostetler, Loucks and Schuette formed a corporation", he said, "and they acquired a little music. When they decided to abandon this project as a failure, there was $5,000 left, which they divided among themselves, and sent a letter to the NAB justifying their action."

Mr. Baldwin in his report made a strong plea for steps toward creation of a cooperative bureau of radio research, for a continuing program of technical research, and urged promotion of the new copyright venture, including operation of the NAB Copyright Bureau.

Summarizing the year's activity, he pointed out that NAB membership is larger today than anytime in its history, totaling 407 members, which is 22 more than last year. The NAB on June 30 had a balance of $17,451.49 on hand, he said, as against $46.45 on July 1, 1935.

Other highlights of the convention were:

Regional channel stations organized as a group and elected Walter Damm, WTMJ-Milwaukee Journal, Chairman; Dean Fitzer, WDAF-Kansas City Star, Secretary; and Stanley Hubbard, KSTP-St. Paul, Treasurer.

Some 70 independent station owners, in separate session, voted unanimously to continue the National Independent Broadcasters, Inc., as an organization devoted to interests of local independent stations.

Creation of a Cooperative Bureau of Radio Research was urged by Arthur B. Church, Chairman of the Commercial Committee. He proposed that the University of Pennsylvania be endowed to carry on the work.

A Sales Managers' Division was organized within the NAB "to promote the sale of broadcasting as a medium and establish a round-table discussion of all problems that confront the sales manager in his everyday routine.

Ross Wallace, of WHO, Des Moines, won the NAB golf tournament on Sunday preceding the convention and was awarded the Broadcasting magazine trophy.

Other officers, besides Mr. Myers, elected on the closing day are:

John Elmer, WCBM, Baltimore, First Vice-President; Gardner Cowles, Jr., KSO and KRNT, Des Moines, Second Vice-President, and Harold Hough, WBAP, Fort Worth, Texas, Treasurer.

Directors elected are Eugene O'Fallon, KFEL, Denver; Edward A. Allen, WLVA, Lynchburg, Va.; L. B. Wilson, WCKY, Covington, Ky.; Arthur B. Church, KMBC, Kansas City, Mo.; John F. Pratt, WGAR, Cleveland and Frank M. Russell, WRC, Washington, D. C.

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ALLEN HEADS EASTERN G.O.P. RADIO UNIT

Theodore F. Allen, of Westport, Conn., has been appointed head of the Radio Division at the Eastern headquarters of the Republican National Committee. Representative Joseph W. Martin, Jr., of Massachusetts, Eastern campaign manager, made the announcement July 10th.

Mr. Allen for eight years has been identified with the Sales Department of the National Broadcasting Company. For the last four months he has been on leave and working for the Republican National Committee at its Washington headquarters. The appointment of Mr. Allen was made in Chicago by Hill Blackett, Director of Public Relations of the National Committee.

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87 MID-WEST STATIONS GROSS $10,111,645

Total receipts of 87 broadcast stations in Indiana, Michigan, Ohio, Wisconsin, Arkansas and Oklahoma, from sale of radio time during the year 1935, amounted to $10,111,645, William L. Austin, Director of the Bureau of the Census, Department of Commerce, disclosed this week.

The report includes all broadcast stations in these States which sold time during 1935, except one small station in Ohio. It includes 14 stations in Indiana, 17 in Michigan, 19 in Ohio, 14 in Wisconsin, 11 in Arkansas, and 12 in Oklahoma.

Somewhat less than one-half (43.2 percent) of the time sales of stations in these 6 States was derived from local advertisers. The remainder was received from national and regional advertisers who purchased time directly from the stations, and from national and regional networks as payment for network commercial programs carried by the stations.

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RCA STAGES PLANNED TELEVISION SHOW FOR LICENSEES

Television, as represented in the experiments of the Radio Corporation of America atop the Empire State Building in New York City, has made considerable progress within the past year but is still far from being ready for public consumption.

This is the view of one of the invited guests to the "planned show" given by RCA early this week for RCA licensees.

"Television is still not so good as home movies", he commented, "though I understand that visual broadcasting in this country is far ahead of Europe, where public demonstrations are being held.

"The pictures have lost the greenish tint they had last Fall, but they still lack definition.

"The greatest obstacles to public television transmission, however, is in preparing the programs and in the complexities of reception. Preparation of programs would be as expensive and as complicated as making motion pictures, and yet the pictures could not be repeated as in the films.

"There are fourteen controls on the receing set; this alone would make it difficult to sell receivers to the public."

The first "act of the television show presented Major Gen. J. G. Harbord, Chairman of the Board of RCA, and David Sarnoff, President, sitting at a desk reviewing television progress. The scene shifted to Otto S. Schairer, Vice-President in Charge of Patents for the organization, who reported to the 225 licensees that there were no plans to design commercial television sets for 1936.

He revealed that three sets were now in operation in the Metropolitan area, the most distant being at Harrison, N. J. Within a short time he estimated more than 100 receivers would be distributed at scattered outposts.

Next there was a dance by twenty girls, introduced as the Water Lily Ensemble. A film was then shown, featuring the streamlined train "Mercury". A glimpse of what is ahead in the world of fashion was given by models from Bonwit Teller. Films were shown of several leaders in the radio industry, and then Henry Hull, actor, entertained with a monologue of his role in "Tobacco Road". Graham McNamee and Ed Wynn showed what comics may do in the future. A film of army manoeuvres ended the performance, after the research engineers had been introduced for a nod across New York

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LOCAL ADVERTISING BACKBONE OF RADIO, CENSUS CHIEF SAYS

An analysis of the revenue received by broadcast stations over the country in 1935 "clearly indicates that local advertising was the backbone of their business in 1935", C. H. Sandage, Chief of the Division of Communications, Bureau of the Census, declared in an address this week at the NAB convention in Chicago.

"The relative importance of local advertising, however, varies by geographical areas", he added. "Thus about 61 percent of the time sales in the Mountain States came from local advertising, while the Middle Atlantic States received only 46 percent of their time sales from this source.

"South Dakota and South Carolina show the highest ratio of local advertising to total net sales, local business accounting for about 71 percent of total station revenue from the sale of time.

Naturally, the inclusion of network figures (as yet not tabulated) will change the relative position of local advertising in terms of the total broadcasting business. Individual stations, however, should give serious thought to the local factor in their operations."

Explaining that final results of the census of the broadcasting business could not be given because reports had not been obtained from five stations, Mr. Sandage said:

"It is possible to give you the data for all radio stations except those located in Illinois and Louisiana. There were 560 regular radio stations in operation in the United States, December 31, 1935, which sold time during the year. The other 68 stations were operated by churches and schools, or were inactive. Of the 560 time-selling stations, figures have been released for 517, or 90 percent of the total number.

"The net revenue from the direct sale of time by these stations, plus the sums they received from networks, amounted to $47,957,501. This figure represents net time sales, i.e., gross billings after time and quantity discounts have been deducted. Agency discounts have not been deducted. This is in harmony with the Government practice to collect all sales and revenue data in terms of net.

"The breakdown of this $47,957,501, shows some interesting facts. Some $24,000,000, or almost exactly one-half of station revenue, was received from local advertisers - that is, those business houses selling their merchandise or services largely within one trading area. Of the remainder almost one-half was derived from national and regional 'spot' advertisers; and an equal amount from networks as payment for carrying network commercial programs. This latter figure for these 514 stations amounted to $11,920,543.

"The total non-network time sales of these stations amounted to $36,036,958. This incomplete figure is only $308,465 less than the estimate of station time sales for 1935, made by your association. Your estimates were indeed conservative. An industry - especially an advertising industry - that understates rather than overstates its size and importance is a rarity. You are to be congratulated!

"Employment data for broadcast stations outside Illinois and Louisiana show that an average of 11,446 persons were employed in 1935. They received an annual pay roll of $18,972,845. More than 90 percent of this sum was paid to full-time employees. The total payroll amounted to more than 40 percent of the advertising revenue of those stations.

"Employment and payroll figures include only those persons in the direct employ of broadcast stations. Many persons appearing before the microphone are employed and paid by the advertisers and by networks. The latter are to be shown separately, as network personnel. Direct employees of advertisers are not reported.

"A more detailed analysis of employment for a representative week shows that station talent, including artists and announcers, make up the largest number of employees and receive a greater portion of the annual payroll than any other functional group. Station technicians are second, both in number and payroll. Employment figures indicate that a relatively large part of the revenue of stations is paid out for personal service, the greatest single portion going to those who appear before the microphone.

"With the exception of artists, or those furnishing entertainment, most employment is on a full-time basis. It is difficult to define part-time employment, but taking the figures as reported, about 53 percent of all artists employed by stations worked on a part-time basis. They accounted for more than 75 percent of all part-time employment."

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Denial of an application filed by J. R. Maddox and W. B. Hair, of Chattanooga, Tenn., for a permit to erect a new station and operate on 590 kc., with 1 KW power, unlimited hours, was recommended this week to the Federal Communications Commission by Examiner Ralph L. Walker.

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N. J. GOVERNOR TO SUE RADIO COMMENTATOR

As an aftermath of the Lindbergh kidnapping investigation, Governor Hoffman, of New Jersey, announced this week that he had authorized the filing of a $100,000 suit against Boake Carter, radio news commentator, and others.

Charges in the action are to be based on broadcasts by Mr. Carter before and on the day of the Hauptmann execution at Trenton, according to William Conklin, the Governor's secretary, after a conversation on the subject with Mr. Hoffman. The Governor authorized the suit, Mr. Conklin said, after a conference at Trenton, with Harry Greene, his attorney, who has offices at Newark.

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RADIO CLEAN-UP DRIVE FORECAST BY AMUSEMENT ORGAN

A radio clean-up drive patterned after the film sapolio movement launched by the Catholic Church, is in prospect and probably will come in the open early this Fall, according to the current issue of Variety. It continues:

"While a lid of secrecy has been imposed, those acquainted with the strategy disclose that church and fraternal groups will be invited to take part in a nation-wide crusade to whip offending broadcasters into line and improve the moral tone of air entertainment. A 'black list' of potential victims already is being compiled.

"Campaign will be two-edged, according to present indications, and will assume an important political aspect. Crowd gunning for transgressors will inject the issue of more stringent radio regulation into the Congressional competition.

"Tentative decision to start rating stations and boycotting repeated offenders followed realization that little can be expected from the Federal Communications Commission in the way of help in penalizing big broadcasters and in busting up alleged monopolistic control of the radio industry. Blue-noses feel the FCC has had plenty of opportunity to swing into action, if it seriously intends to do something about low-quality air entertainment, and there is no longer any sense in staking hopes on the government agency.

"Like the Legion of Decency movement, the radio clean-up effort will be a non-partisan affair, with all groups interested in the moral tone of broadcast programs invited to take part. Just who will lead the drive has not been decided, but it probably will not be the Catholic group which was the spark-plug of the moving picture chastisement."

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FOUR WASHINGTON STATIONS GROSS $739,530

Sale of radio time grossed the four Washington stations $739,530 in 1935, it was disclosed this week by the Census Bureau in its eighth report of a series on the broadcasting business. More than 55 per cent of the time sales was derived from local advertisers.

Maryland and Delaware stations with time sales of $873,401 led all other States in the South Atlantic States division. The total for the region amounted to $4,505,167. Revenue as reported by the stations is the net billings for advertising time on the air, including the stations' proportion of network billings. It is computed after deducting quantity and time discounts.

The 63 South Atlantic stations employed a total of 963 persons with an annual pay roll in 1935 of $1,541,433. More than 95 percent of this was paid to full-time employees. The total payroll of District stations was $264,568.

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FRANCE BUILDING STATION OF 120 KW. POWER

The Ministry of the P.T.T. has announced that work on the installation of the new broadcasting station at Muret will soon be completed. This station will be one of the most important in France as it will reach a power of 120 KW.

The general plan of broadcasting in France will, with the Muret station, be practically completed. For the last few months, the stations at Lille, Strasbourg, Lyons, Marseille, Nice and the Paris-P.T.T. have been broadcasting on a power of 60 to 120 KW. and the stations under construction in the region of moulins of Radio-Paris and the Centre d'Emissions Coloniales will be amongst the most powerful in Europe; plans are also being made for the installation of stations in the regions of Limoges and Grenoble. With the full realization of this plan France hopes to be able to successfully compete with other European countries along that line.

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MUTUAL NETWORK OFFICIALS AT CHICAGO LUNCHEON

More than thirty officials of the member and affiliated stations of the Mutual Broadcasting System and Judge Eugene O. Sykes of the Federal Communications Commission were guests July 6 of W. E. Macfarlane, President of the Mutual network, at a luncheon which was held on the concert platform of Studio 1 of WGN's radio studio building on Michigan Avenue in Chicago.

No official business of the network was discussed but in a short statement to the luncheon guests Mr. Macfarlane reviewed the past two years history of the network and commented on future plans.

"The Mutual Broadcasting System, now less than two years old, has done well on the foundation that the system was built for advertising and sales coverage at the lowest cost and minimum of waste", Mr. Macfarlane said. "It has appealed to members and affiliates by giving them the majority of the gross from time sales. It has also done well because its originating stations produce the best in remote dance music, sports and special events including political broadcasts. Mutual's coverage of the Democratic and Republican conventions drew much favorable comment.

"The announcement of the Mutual network's extension to the Pacific Coast through stations KFEL-KVOD in Denver and the Don Lee Network in California, the extension to take place the last of this year, has aroused much interest among large broadcasters. We have every reason to feel the progress of Mutual in 1937 will be even greater than in the first two years of its existence."

Among those present at the luncheon were: W. E. Macfarlane President of the Mutual network; Quin A. Ryan and Carl J. Meyers, of WGN; Alfred J. McCosker, Chairman of the Board of Mutual and T. C. Streibert of WOR; Judge Eugene O. Sykes, Federal Communications Commission; Louis G. Caldwell, of Washington; Louis Crosley, John Clark, Frank Smith and Don Becker of WLW; John Shepard of the Yankee Network; Frank Ryan, CKLW; Owens Dresden, Don Lee Network; John Gillin, WLW; Gardner Cowles of Des Moines, Iowa; Don Withycomb and F. R. Rosenbaum of WFIL; Ford Billings, WCAE; John Patt, WGAR; E. J. Lounsberry, WGR-WKBW; Eugene O'Fallon of KFEL; Harry Stone, WSM, C. T. Lucy, WRVA; Fred Weber, General Manager of Mutual.

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DON FLAMM TAKES BRIEF EUROPEAN RESPITE

Donald Flamm, President of the Knickerbocker Broadcasting Company,of New York, sailed for Europe last Friday. He will be gone about a month.

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ARGENTINA CHANGES REGULATION ON RADIO TUBES

Andrew W. Cruse, Chief, Electrical Division, Bureau of Foreign and Domestic Commerce, Department of Commerce, reports that the Minister of Finance of Argentina has decided to grant advance exchange permits (which entitle the holders to purchase official exchange) for the importation of radio tubes and about 50 other categories of non-radio goods from the United States. Heretofore it has been necessary to purchase exchange in the open market at a rate 20 percent above the official rate.

More complete information is understood to be forthcoming and when received will be made available by the Bureau.

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RCA LAUDED FOR PROTECTING FREE SPEECH DESPITE STRIKE

Dorothy Thompson, in her syndicated column last Thursday discussed the significance of the speech of John L. Lewis over the NBC network even while labor unions were battling with the RCA at its Camden plant. She said, in part:

"There is one highly ironic fact to Mr. Lewis' denunciation of the economic tyrants who control our world and prevent democracy. Mr. Lewis issued his call to the workers of America over a Nation-wide hookup on time provided him free. The NBC is an affiliation of the Radio Corporation of America. And at this moment Mr. Lewis is at grips with this company in a strike which he has called in the Camden plant. The circumstances of that strike do not quite bear out Mr. Lewis' picture of the workers in relation to corporate industry. In this conflict and from the outset and before the strike began the company offered to proceed in accordance with the principles of the Wagner labor act. It offered to respect the decision of a majority of the workers, as expressed in a free and secret ballot, to be taken under the auspices, not of the industry but of the Government, and to recognize whomever the workers might elect as the representative of all of them for collective bargaining. Mr. Lewis rejected this offer for obvious reasons. Not thus would he win the fight.

"The RCA has not called in strike-breakers, it has not called out troops, nor armed the workers, the majority of whom have not responded to the strike summons. But there has been violence and a great deal of it has been committed by the 'peaceful picketers' whose methods of persuasion have been to add the black-jack to the argument. The RCA has not yielded to Mr. Lewis. But it has also remained true to its policy of keeping the air free for public discussion.

"There is something to be said for this democracy, even with its economic tyrants."

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INDUSTRY NOTES

Major-General James G. Harbord, Chairman of the Board of the Radio Corporation of America, will be principal speaker on Saturday, July 18th, at the dedication in Washington, D. C., of the Second Division's memorial to its World War dead. The ceremonies will be broadcast over the nationwide NBC-Red network from 3:00 to 4:00 P.M., E.D.S.T. General Harbord was Chief of Staff of the A.E.F. during the World War.

The Electrical Division, Bureau of Foreign and Domestic Commerce, has just issued supplemental radio market reports on radio tariff in the United Kingdom, characteristics of the Australian radio set, and regular reports on the radio markets in the Bahamas and British Malaya. Copies may be obtained at 25 cents.

With advertisements to be placed in 200 newspapers, reaching 15,000,000 readers per insertion, a record for newspaper advertising of radio sets will be established by the new Philco campaign, plans for which were announced this week by E. G. Loveman, Advertising Manager of the Philco Radio & Television Corporation. Mr. Loveman declared that the new schedule will exceed even that of last year when Philco did more newspaper advertising, according to his statement, than all other radio manufacturers combined.

A salute to WBT, Columbia's 50,000-watt transmitter in Charlotte, N. C., honoring its fifteenth anniversary of continuous broadcasting and the opening of its new studios, was carried over the CBS network last Thursday night. WBT's new studios and offices, which occupy an entire floor in the heart of downtown Charlotte, are constructed and equipped along the most modern lines. The studios themselves are replicas, in the modern manner, of those at Columbia's New York headquarters.

The radio audience which listened to the Louis-Schmeling fight broadcast Friday, June 19, under the sponsorship of the Buick Motor Car Company, reached record-breaking proportions, according to a statement issued by the Cooperative Analysis of Broadcasting. The fight was broadcast over the red and blue networks of the National Broadcasting Company from 9 to 10 P.M. (E.S.T.) and according to C.A.B., 57 percent of the set owners interviewed, reported hearing the fight. Eighty-eight percent of families who used their sets at any time after 7 P.M.EST reported listening to the fight.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF JULY 14, 1936

RE Sees Better Radio Service For Farmers.....2

Knox Urges Free Radio At WROK Ceremony.....3

Payne Talks On Erasmus Anniversary Program.....4
British Experts Launch War On Interference.....4

Former FCC Counsel Raps Press Operation Of Radio.....5

Trade Commission Bars Piracy Of Radio Names.....6

FCC Urged To Assume Jurisdiction In Rochester Case.....7
English Woman Sees Ultimate Ban On Radio Ads.....7

Community Company Leads In Toledo Radio Battle.....8
Hoffman Asks $100,000 In Carter Suit.....8

German Television To Follow Four Courses.....9

Church Leaves CBS And WJSV.....10

Engineer Explains FCC Modulation Requirements.....11

No. 945

July 14, 1936.

RE SEES BETTER RADIO SERVICE FOR FARMERS

The extension of rural power lines will give the farmer better radio service at a low initial cost and low operating expense, the Rural Electrification Administration states in an article in its departmental organ.

"The city dweller looks upon radio solely as a means of entertainment; the farmer relies upon it for the betterment of his economic status as well", it adds. "From the many broadcasts which are addressed to the rural population, the farmer keeps a close check on market quotations, and gets technical information which results in better crops per man-hour of work. He is also well informed regularly of weather conditions. The importance of radio in rural life may be estimated from an economic angle as well as on the cultural and entertainment basis.

"Of the 6,800,000 farms in the United States, about two and a half million have radio receivers. The other four million plus must rely upon the neighbor's set or the country store. It is not surprising, therefore, that radios are among the first electric installations which a farmer demands.

"One of the reasons for the lag of the farm radio market is that the radio manufacturers, whose experience has been primarily in the design and construction of utility company line receivers, reluctantly build battery and 32-volt radios. The price and cost of operation are high for the farmer's modest budget. However, of late, the approaching saturation of the urban radio market has forced the radio manufacturer to seek ways and means to sell to the farmer. The battery-operated receiver, with its average monthly operation cost of about 1 dollar, is not a simple apparatus to build in quantities. The market for 32-volt sets depends on the number of 32-volt power installations. Thus, the manufacturers have given a great deal of attention to storage-battery operated sets (somewhat similar technically to the automobile set) where the battery is kept charged by means of a wind-driven generator.

"There is no dearth of strictly rural programs. As of January 1935, there were 60 radio stations broadcasting the National Farm and Home Hour; 623 transmitters presented weather forecasts, and 146 stations cooperated with the Department of Agriculture in broadcasting market news. In 37 States, 221 stations supply radio time for the State Extension Service and the Department of Agriculture; the remaining 11 States have commercial stations on which the Department of Agriculture broadcasts frequently. Agricultural colleges operate 19 transmitters and 13 of them use commercial facilities.

July 14, 1966

RE BESS BETTER RADIO SERVICE FOR FARMERS

The extension of rural power lines will give the farmer better radio service at a low initial cost for the operation of the Rural Electrification Administration thinks it is worth in the experimental year.

"The only obstacle power from rural utility is a matter of antistatics; the farmer pulls down it for the betterment of his economic status as well", it says. "From the data provided which are submitted to the rural communities, the farmer keeps a close check on market quotations and gets technical information which results in better crops and more of work. It is also well informed regarding weather conditions. The importance of radio to every life may be estimated from an economic angle as well as on the national and entertainment basis.

"Of the 6,000,000 farms in the United States, about six and a half million are really receivers. The other four million plus must rely upon the distributed 6% of the country area. It is not surprising, therefore, that radios are among the first electric installations when a farmer arrives.

"One of the reasons for the lag of the farm radio service is that the radio manufacturers, which incidentally has been active in the design and construction of utility company line activity, initiately built radios for 60-cycle radios. The price and cost of operation are high for the farmer's modest budget. However, of late, the approaching availability of 60-cycle radio market has forced the radio manufacturers to call back the model 11 built by the farmer. The battery-operated receiver, with its average monthly operation cost of about 1 dollar, is not a single purchase is valid in quantities; the market for 60-cycle sets depends on the number of 60-cycle lines installed. Thus, the manufacturers have given a great deal of attention to storage-battery operated sets (battery terminals to the auto-mobile set) which the battery is kept charged by means of a wind-driven generator.

"There is no shortage of electric farm lines. As of January 1966, there were no rural-electric cooperatives in Illinois. For the home hour, the Illinois Farmer publishes a list for-cast, and the electric cooperatives with the cooperation of agricul-ture in broadcasting crop news. In 27 states, 21 electric supply radio time for the state information service and the Department of Agriculture, the remaining 6 states have commercial stations on which the Department of Agriculture broadcasts fre-quently. Agricultural colleges operate 13 broadcasters and 12 of them are commercial facilities.

"Actually the farmer can keep in close touch with his city neighbors many miles away as the modern radio receiver has a long service range. Reception is usually better in the country than in the city.

"The educational possibilities of radio in rural school houses are very great. The city school child is in wide contact with modern affairs, but the farm's child leads a rather circumscribed life. A radio installation in the Little Red School House will enable children to listen to programs which will enlarge their vision of what is happening outside of their village. Power lines along the highway should pause at these little school houses to deliver the few watts which stand between the child and the great world in which some day he may be a very important part."

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KNOX URGES FREE RADIO AT WROK CEREMONY

Colonel Frank Knox, Republican Vice-Presidential nominee, dedicated the expanded facilities of Station WROK, Rockford, Ill., July 12th with a plea for continued freedom of speech, press and radio and a warning against using radio "to spread wrong ideas and encourage wrong policies."

"Freedom of the radio and the press must be preserved", he said. "They must not be prostituted to the uses of indecency or treason or false propaganda or class hatred or government coercion. Except for these limitations they must be free."

His address was at the dedication ceremony which marked the inauguration of the enlarged studios and new transmitting equipment of WROK. The Rockford Consolidated Newspapers (Morning Star and Register-Republic), published by Mrs. Ruth Hanna Simms, acquired the principal interest in the station's ownership.

Praising the radio as "a device for breaking down barriers of time and distance", Colonel Knox said that he looked "to the day when there will be no sectional feeling in this country, when city and town will cooperate in the solution of the problems of economic life."

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The Polski Radjo (Polish Radio Company) has ordered an experimental television station from the State Telephone Works for installation near Warsaw. The power will be 5 KW and the definition about the same as that of the Berlin television station, i.e., 25 screens per second. It is expected that the studio will be installed in the top floors of the Prudential building on Plac Napoleona, which is the only building in Warsaw high enough for the purpose. Transmission should be started by Christmas time.

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PAYNE TALKS ON ERASMUS ANNIVERSARY PROGRAM

George Henry Payne, member of the Federal Communications Commission, spoke July 12th over an international hookup of the Columbia Broadcasting System, in commemoration of the 400th anniversary of the death of Erasmus.

"In concluding this brief but memorable observance of the death of Erasmus, it is well to remember that although he has been dead four hundred years, the world has not even yet caught up to many of the ideas he had, the visions of betterment he conceived or the spiritual and political morality that he preached", he said.

"To many he was simply the great book-worm, the kind that is despised by politicians. To others, more understanding, he was simply the great scholar, the most learned man of his times, the master of irony and style. But to those who read more deeply, in a period when the world was emerging from the old order of the Medieval Ages to the new order, Erasmus was the pioneer and pathfinder. He was the turning point, intellectually, of a time when humanity began to come into its own."

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BRITISH EXPERTS LAUNCH WAR ON INTERFERENCE

An important move to cut those crackles, hisses and bangs which ruin listening-in has been made by the General Post office in Great Britain.

Its Engineering Department has been carrying out numerous experiments, with special apparatus for silencing electric vacuum sweepers, motors, lifts, medical appliances and other electrical instruments capable of causing interference with radio reception.

The Post Office engineers are now asking permission from manufacturers of certain electrical appliances in this country to carry out experiments and tests at factories. This will enable them to suggest the most suitable type of apparatus to silence interference in each case.

Legislation enforcing the addition of suppressing apparatus on certain electrical appliances is the only solution to the problem of eliminating electrical interference with broadcast reception.

The problem will become far more acute when television transmissions from the Alexandra Palace begin. A great deal of research work in this direction has been carried out by a special Interference Committee, set up by the Institute of Electrical Engineers, and this has resulted in the best type of suppressing apparatus being found for various interference-producing apparatus.

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FORMER FCC COUNSEL RAPS PRESS OPERATION OF RADIO

Newspapers operating broadcasting stations have not measured up to what might be expected of them and often have used radio facilities for purely selfish purposes, Paul D. Spearman, former General Counsel of the Federal Communications Commission, states in an article in the July 11 edition of Editor & Publisher.

After discussing briefly the recent FCC ultra high frequency hearing, Mr. Spearman said:

"Probably the most important question in connection with the licensing of facsimile broadcast stations is: Who are to be the licensees of such stations? It is only natural to expect that many newspapers will apply for authority to operate such stations when the Commission authorizes them on a commercial basis. How many newspaper applicants will be permitted to sucure such licenses cannot be foretold.

"There is a distinct feeling in many quarters that some newspaper-owned broadcast stations have not measured up to what might be reasonably expected of them. Some of the finest, most efficient and best broadcast stations in the country are operated by newspapers. There is a feeling, however, that some newspapers have operated their broadcast stations as a mere appendage or sideline to their newspaper publishing business.

"There is also a belief that some newspapers have acquired and others are desirous of securing radio stations largely for the purpose of protecting their advertising business, program service to the public being a secondary consideration or afterthought. These impressions may have their influence on the future licensing of facsimile broadcast stations. In fairness it should be said that the operation of broadcast stations in a haphazard way by some newspapers has been and is responsible for the impressions referred to existing.

"Another objection which has been raised to newspapers controlling radio broadcast stations, and particularly to their control of the only station in a given community, is that this tends to concentrate the control over dissemination of information and to prevent the airing of all sides of public questions. Newspapers have been vigilant in protecting their rights to express themselves freely and it may be a difficult thing to argue that all these methods of reaching and influencing the public should be concentrated in a few hands."

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7/14/36

TRADE COMMISSION BARS PIRACY OF RADIO NAMES

Unauthorized use of several well-known trade names, such as Edison, Marconi, Majestic and others, in the sale of radio sets, tubes and appliances, is prohibited under an order to cease and desist issued by the Federal Trade Commission against six manufacturing and sales companies operating in New York, Boston and other cities.

The respondents are: Marconi Radio Corporation, Edison Radio Stores, Inc., both of 23 East 21st Street, New York City; Stuart Radio Corporation, 58 Stuart Street, Boston; Joseph E., S. A. and A. M. Frank and G. Blumenthal, trading under the names Perfection Radio Stores, Harvard Radio Stores and Post Radio Company, formerly operating in various communities of Massachusetts, New York, Pennsylvania, Maryland, and in Washington, D. C.

These respondents are ordered to cease representing through advertisements, trade promotion literature and through the use of corporation, company or trade names, that the radio sets, tubes and appliances manufactured or assembled for, or by, and sold by them, are radio sets, tubes and appliances made, sold, sponsored or licensed by Thomas A. Edison, Thomas A. Edison, Inc., American Telephone & Telegraph Company, Western Electric Company, Marconi Wireless Telegraph Company of America, Radio Corporation of America, Victor Talking Machine Company, Brunswick-Balke-Collender Company, Warner Brothers Pictures, Inc., and its subsidiary, Brunswick Radio Corporation, Grigsby-Grunow Company, and General Electric Company.

The order also bars representation through use of the names "Edison", "Edison-Bell", "Edison Radio Stores, Inc.", "Edison International", "Bell", "Marconi", "Marconi Radio Corporation", "Victor", "Brunswick", "Bronswick", "Majestic", "Radio Corporation of America", "General Electric Company", or the letters "R.C.A.", "R.S.A.", "R.C.I", "G.E." or "E.B.", or through picturization of a bell, alone or in connection with other words or symbols, that the radio sets, tubes, and appliances made or assembled for or by and sold by the respondents are made, assembled, approved or licensed by the Edison Company, American Telephone & Telegraph Company, and the other large, well-known companies above designated.

A third provision of the order prohibits the use on radio sets, tubes and appliances sold by the respondent companies, or escutcheon plates, brands, or other marks bearing the names "Edison", "Edison Radio Stores, Inc.", "Edison Internation", "Edison-Bell", "Bell", or the representation of a bell, and various other names and initials of large and well-known companies so as to imply that these products are made, assembled, sold or licensed by these prominent manufacturers.

Findings are that Joseph E. Frank controls the business of the several respondent corporations and companies, and extended his business activities throughout the United States and into foreign countries, attempting to register with the Spanish Government the names "Edison" and "Marconi" as trade marks or trade names for radio and television sets and related products. This registration was denied by the Spanish Government upon objection of Thomas A. Edison, Inc., and the Marconi Wireless Telegraph Company of America, according to findings.

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FCC URGED TO ASSUME JURISDICTION IN ROCHESTER CASE

Establishing what may prove to be a significant precedent, Chief Examiner Davis G. Arnold has submitted a recommendation to the Federal Communications Commission that it assume jurisdiction over the Rochester Telephone Corporation, of Rochester, N. Y.

The significance of the recommendation lies in the fact that the Rochester company contends that it is not engaged in inter-state commerce and that it therefore is not subject to FCC control and should not be compelled to comply with certain orders issued by the Commission in 1935.

Arnold brought out that the Rochester company is under "the indirect control" of the Bell Company "and is a carrier engaged in interstate communications through physical connection with the carrier controlling". He also pointed out that facilities for broadcast purposes are furnished by the respondent.

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ENGLISH WOMAN SEES ULTIMATE BAN ON RADIO ADS

Miss Edith Parnell, editorial manager of Charles F. Higham, Ltd., London, and the only woman delegate to the recent Boston advertising convention predicted before sailing for home that the United States will follow the example of Great Britain with respect to radio advertising.

"As is well known, we do not have 'commercial' advertising on the radio in Great Britain and I am of the opinion that not so far in the distant future the programs in the United States will eliminate advertising, since the real place for advertising for home reading is the daily newspaper", Miss Parnell said.

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COMMUNITY COMPANY LEADS IN TOLEDO RADIO BATTLE

Of three applicants for a permit to operate a second broadcasting station in Toledo, O., the Community Broadcasting Co. appears to be in the lead.

Examiner Ralph L. Walker this week recommended to the Federal Communications Commission that this applicant be granted the permit for operation on 1200 kc. with 100 watts power, daytime, providing the applications of WALR to move from Zanesville to Toledo and of the Continental Radio Co. to construct a new station be denied.

At the same time he recommended that WALR'S application, which has been hanging fire since 1934 and which was one time granted by the FCC only to be withdrawn because of protests, be denied. An earlier report recommended that the Continental Radio Co., a subsidiary of the Scripps-Howard newspaper syndicate, be denied the station privilege.

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HOFFMAN ASKS $100,000 IN CARTER SUIT

Following an earlier announcement, Governor Harold G. Hoffman filed suit in New Jersey Supreme Court last week for $100,000 damages from Boake Carter, radio commentator; three broadcasting corporations and four sponsors, charging Carter with defaming him in malicious broadcasts in the days preceding the execution of Bruno Richard Hauptmann on April 3 for the murder of Charles A. Lindbergh, Jr.

Governor Hoffman charged that the broadcasts were composed by Carter as agent and employee of the defendant sponsors, and that "the said words were false and malicious and were read, spoken and published for the purpose of injuring the said plaintiff in his reputation, good name, integrity and credit and brought into public scandal, shame and discredit."

The other defendants, in addition to Carter, are the Columbia Broadcasting System, WCAU Broadcasting Company, which is the Philadelphia outlet, and Atlantic Broadcasting Corporation, operator of station WABC in New York City, and the sponsors Philco Radio and Television Corporation, Philco Radio and Television Corporation of New York, Philco Radio and Television Corporation of Pennsylvania and Philadelphia Battery Company.

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GERMAN TELEVISION TO FOLLOW FOUR COURSES

Future development in Germany will be mainly in four directions, according to World-Radio, British Broadcasting Corporation organ. They are:

(1) Erection of more transmitters in order gradually to cover the country;
(2) Improvement of studio and outdoor, direct and film television equipment. This development will go hand-in-hand with an increase in definition and the introduction of suitable means to avoid "flicker";
(3) Production and sale to the general public of television receivers;
(4) Continued extension of the two-way television-telephone which automatically provides a cable-link between television transmitters.

"Already the Post Office has announced the intention to erect ultra-short-wave television transmitting stations outside Berlin: one on the Brocken, in the Harz mountains, to serve Hanover, Cassel, Brunswick, Halle, and Erfurt; and a second one on the Grosse Feldberg, in the Taunus, for Frankfurt, Coblenz, and the Rhine Valley up to Mannheim, the periodical states.

"These stations are to be ready in 1937. By that time, no doubt, the Berlin television transmitter will have been adapted for higher definition. By next year the German television industry will have a very much larger potential market than it has at present. Of course, nobody can say at the moment whether, in practice, the system of placing transmitters on high mountains will eventually prove to be the best one for providing the country with a television service, but it seems certain that ultra-short-waves will be employed in all cases.

"The extension of direct television facilities in the Berlin studio is progressing very gradually. The program-builders are still hampered by the fact that even the very latest addition to their equipment in the Rognitzstrasse studio will not permit the transmission of more than three-quarter-length pictures of up to three or four people. Ultra-sensitive photo-electric cells of the "secondary emission type" have been fitted. They permit scanning by the light of an arc lamp projected through a disc fitted with a multitude of tiny lenses. Theoretically, the system is very much the same as that employed by Baird for his 3o-line transmissions, except that in Germany 180 lines are used, and the cells are different.

"Those responsible for the programs are eagerly awaiting the introduction of the iconoscope, which will give them more facilities and greater range. It is hoped that this instrument will become available towards the end of the year.

"At the time of writing preparations are in full swing for the televising of sporting events from the main stadium during the Olympic Games. I understand that iconoscopes will be used, as well as the intermediate film system. Definition will not be altered from the usual 180 lines and 25 frames-per-second.

"For the German Radio Exhibition, which opens on August 28, it is anticipated that a large number of spectacular demonstrations of higher definition television will be staged. No doubt the 375-line pictures, with interlace scanning will be shown for the first time in public. After a further test period, it is generally expected that this type of picture will be adopted as the new German standard. It will be remembered that the present standard of 180 lines and 25 frames-per-second was decided upon several years ago - in the Autumn of 1933. Since then those concerned with the development of the new technique have found that the 180 lines will not be sufficient after all, and that the "flicker', due to the comparatively small number of frames-per-second, tires the eyes and certainly diminishes the entertainment value of the picture."

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CHURCH LEAVES CBS AND WJSV

T. Wells ("Ted") Church, Program Manager for Station WJSV, Washington, has ended his connection with that station and the Columbia Broadcasting System.

Mr. Church, who joined CBS in 1931 as Publicity Director in Washington, had been with the Mount Vernon Hills (Va.) station since October, 1932, when it was taken over by Columbia. He is given a large part of the credit of building WJSV. Mr. Church's future plans were not disclosed.

Before entering the radio field, Mr. Church was a correspondent for the United Press and the New York Herald Tribune.

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During May, 384,542 radio receiving licenses were issued by the British Post Office, a new increase of 29,102 after allowing for renewals and expired licenses. The total licenses in force at the end of May, 1936, was 7,671,760 compared with 7,092,596 a year ago.

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ENGINEER EXPLAINS FCC NEW MODULATIONS REQUIREMENTS

The Federal Communications Commission some few weeks ago by amending Rule 139 of its regulations required that broadcasting transmitters be capable of operating at a modulation level of at least 85 percent. Arthur E. Thiessen, writing in the "General Radio Experimenter" approved the regulation and discussed its significance.

"The purpose and usefulness of the monitor are immediately apparent", he writes. "By its use station operators can maintain the highest possible modulation consistent with good broadcast practice, and, when modulation exceeds the capability of the transmitter, the alarm flashes a warning. A reasonable balance between inefficient under-modulation and distorted over-modulation is thus made possible.

"The Federal Communications Commission has specified in detail the electrical requirements of a suitable monitor.

"The specifications are the result of a long study of the problem. In order to obtain the various viewpoints, the Commission held several conferences which were attended by engineering representatives of many operating companies and manufacturers. As a result of this study of the monitoring requirements of the broadcasting station, the final specifications were drawn, taking into consideration that the monitor as an instrument had to be simple in operation, accurate, and not expensive.

"The important features which the monitor must provide are:

"(1) A d-c meter for setting the average rectified carrier.
"(2) A peak indicating light which flashes on all peaks exceeding a predetermined value set at will by operator.
"(3) A meter indicating continuously the percentage modulation.

"The d-c meter has two functions: first, it provides a means for indicating the reference carrier level at which the monitor is to operate and, second, it shows carrier shift during modulation, which is a warning of inequalities in positive and negative peaks, with the resulting probability of distortion.

"The flashing light operates when the modulation exceeds any percentage that has been pre-set by the operator. The setting of the level of modulation above which the lamp flashes is determined by the modulation capability of the transmitter and by the type of program. It is set to flash with moderate frequency while things are functioning normally. This is usually at a level of about 85% or higher. After a little experience, the normal rate of flash to be expected from any particular class of program material becomes familiar to the operators.

"When used at first in conjunction with a monitoring loudspeaker, a surprising facility of modulation level maintenance is developed by the use of the light alone. If, without a change in program, the rhythm of the flashes is markedly changed, the operator is immediately warned that something is wrong. If the flash rate slows down or stops, the modulation level has dropped too low, and if the light flashes continuously or not in synchronism with the loudspeaker monitor, trouble has developed in the transmitter. Since the light is visible at some distance, close attention to the monitor is not required. An electrical counter may be attached to provide a record of the number of over-modulation flashes occurring in a given period.

"The third requirement is a meter which reads the actual percentage of modulation at all times. It can be switched to read either the positive or the negative modulation percentage. The meter has the new high-speed movement and is about critically damped. It reaches full-scale deflection in about 100 milli-seconds with almost no overswing, and returns to zero in about the same time. If used directly on voice or music programs this high-speed movement would follow the rapidly changing levels faithfully, but its speed is so great that accurate monitoring would be difficult, and it would be rather tiring to watch it for any length of time, especially for those who are used to the lazy movement of the older volume indicator meters.

"To avoid this, it has been specified that the circuits of the monitor must be arranged so that, when a pulse of modulation between 40 and 90 milli-seconds in duration occurs, it is stored electrically until the meter can reach 90% of its steady-state deflection. It is not desirable that shorter pulses show so prominently on the meter as these short bursts do not contain enough energy to be bothersome in case of over-modulation. The electrical circuit stores the pulse and then discharges rather slowly, the time for the meter to return from full scale to 10% of full scale being specified as between 500 and 800 milli-seconds (it is 700 milliseconds in the Type 731-A Modulation Monitor). The result is a meter action which goes up extremely rapidly with modulation peaks and returns relatively slowly.

"An additional requirement specifies that the monitor must have an extremely good audio-frequency characteristic($\pm$ 0.5 db from 30 to 10,000 cycles). This permits accurate measurements to be made of the over-all frequency response of a transmitter."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

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INDEX TO ISSUE OF JULY 17, 1936

Boake Carter Makes Stinging Reply To Libel Suit.....2

Levy Plans To Start NAB Rival In Fall, Report.....4

Unfettered Radio Held Sumbol Of Democracy.....5

NAPA Starts Series Of Recording Suits In N.Y.C.....6

Ruling Demanded On Unauthorized Baseball Broadcasts.....7
Lohr Buys 21-Acre Estate On Hudson.....7

FCC Approves Transfer Of KNX; NBC Adds WEBR.....8
Movie Exhibitors Seek Ban On Radio Work.....8

Two New Stations Recommended By FCC Examiners.....9
Germany Seeking Country-Wide Television Service.....9

Purdue Puts FCC In Tough Spot In Television Scrap.....10

Philippines Plan Largest Far East Outlet.....11

Music Trades Revival Credited To Radio.....12
CBS and N. Y. Philharmonic Sign 5-Year Contract.....12

No. 946

BOAKE CARTER MAKES STINGING REPLY TO LIBEL SUIT

While the entire broadcasting industry awaits the result of a $100,000 radio libel suit filed by Governor Hoffman, of New Jersey, against Boake Carter, Philco radio commentator, CBS, and WCAU, Philadelphia, the outspoken newspaper man took another fling at the Governor in a recent broadcast period.

If the suit is carried through the courts, it is believed the ruling will establish a precedent for the limits of free speech over the air. Carter significantly pointed out that Hoffman filed suit against him although newspapers in editorials were just as critical of the Governor's interference in the Hauptmann case.

"I feel highly flattered to be picked out from a large majority of the press of the nation, which also - like myself - expressed shocked amazement at the three-ringed circus at Trenton", he said, "at the time of Hauptmann's last week of life - and not to mention the majority of the press of the Governor's own State - as well as that group of responsible citizens of Princeton, and professors of Princeton University.

"I am told that in New York today that this newest of the bizarre performances is looked upon as a keen publicity stunt promoted by me. To those who so think, I answer with the curtness that their thoughts deserve - that I have not yet reached the point where I feel disposed to use the body of a murdered baby of 20 months as a springboard for a publicity stunt - and much less disposed to use the horrors of the last moments of life on this earth of a man jerked back and forth from the electric chair by the whoms of a Governor, as another springboard for a publicity stunt. The Governor, I am afraid, must take credit for initiating the court action.

"But his method of initiation is interesting and perhaps speaks for itself. The papers for his action were certified in the New Jersey Supreme Court in Trenton, the State Capitol. The papers for service were given to the Essex County, N. J. Sheriff, although the Governor's own county is Middlessex County - not Essex. If the Governor feels that he has grounds for so clear-cut an action - then why does he bring his action in the State of New Jersey? Why does he bring his action in a State of which he is the Governor, the chief magistrate? Why does he bring his action in a State where he is the official political leader? Why does he bring his action in a State where he would stand before the jury box in the role of Governor - and I am simply a private citizen of another State and newspaperman? It

is quite clear he prefers not to bring his action in a neutral State, the State of Pennsylvania - the State in which I work and live and whence came those spoken editorials to which the Governor takes exception.

"Thus - the Governor has laid down a challenge - within the confines of his own sphere of influence - so we pick it up and put this challenge back down on his desk - that if he has so good a case - let him come to the State of Pennsylvania and initiate his action - it is only 27 miles away from the New Jersey State House - let him file his action in a dispassionate - non-partisan place - where we may both stand before the court of justice - not as Governor on the one hand and plain newspaperman on the other - but as man to man, individual to individual - and let the stories be told on an equal footing. By filing his present action in the State of New Jersey, the Governor well knows he can obtain no service upon me - and I and no other, was the writer and speaker of those editorials - written in the capacity of honest, decent and truthful journalism to which is accorded the inalienable right under our own constitution to freedom of the press, freedom of speech and the right to question the propriety and criticise the official conduct of every officeholder in the performance of his public acts. Knowing then that he can obtain no service on me - does he expect me to walk - like the convenient fly into the web neatly set for it by the spider - into the sphere of his jurisdiction? Hardly. Thus, if he fails to accept the challenge I lay before him - to debate his case in another State where we may stand on equal footing, man to man - then the only interpretation on his Jersey action left open to accept, is that the move is a political expedient in face of the Fall elections and that he is afraid to accept the proposal I just made.

"But actually and factually, this is no issue between Carter and Hoffman. A far greater principle is involved - a principle which touches the very foundations of government in the United States and reaches back to the days of the Magna Charta, when the common man overthrew the shackles bound around him by the feudal lords and won for himself his first fruits of the freedom of a democracy. The Bill of Rights was fought for by the English. It became a heritage of the Anglo-Saxons. It was brought to America by the early settlers. It was immortalized in the Declaration of Independence and embodied in the organic law of the land in the first five amendments in the American Constitution. Freedom of speech and the press have been jealously guarded heritages of the American people. The issue here is Hoffman versus the freedom of the press and the freedom of the radio. The essence of honest, truthful journalism is to report as the journalist sees and honestly believes the facts."

"Look how officials have used radio in other nations, killing civil liberties and destroying the very foundations of democratic government. In America the fight to maintain the freedom of the air has been carried on since inception of radio.

"Censorship was flatly prohibited in the law, and freedom of speech reaffirmed. Philco itself said it believed in this American principle last February, when it declared, 'The American public is entitled to uncensored expression of opinion that it may use its own judgment and draw its own conclusion. Philco has taken time on the air for daily comment on current events by Boake Carter, but Philco has never exercised nor will exercise any censorship over him whatsoever. The comments and opinions expressed by him on the air are his and his alone, for Philco is convinced that in the exchange of intelligent comment and editorial expression lies a real service to the public. It feels that this confidence has been fully justified and believes that the public is entitled to hear Boake Carter's views courageously and honestly expressed.

"Very well - believing as I have always believed in 17 years of newspaperwork, in unafraid, honest, truthful journalism - reporting events as I see them - I have tried to live up to this principle - in the past - and come an army of Hoffmans, I shall continue to do so to the best of my ability in the future."

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LEVY PLANS TO START NAB RIVAL IN FALL, REPORT

Isaac Levy, former Treasurer of the National Association of Broadcasters and co-owner of WCAU, Philadelphia, plans to start his rival organization of broadcasters in the early Fall, according to an unofficial report reaching Washington. Levy resigned from NAB after assailing the handling of copyright negotiations by James W. Baldwin, Managing Director, and the NAB Directors.

One report in Variety was that Mr. Levy has received letters from about 35 broadcasters expressing approval of his action. It said the new organization plans to have a legal representative in Washington and a Managing Director as sole officer. Membership fees will be $400, or $500, a year, the report stated.

Meanwhile, Mr. Baldwin, back from the Chicago convention with the overwhelming support of the NAB membership, continued his efforts to get the NAB Copyright Bureau functioning. Not only did the NAB Directors back him to the limit, but it voted him a salary increase of $2,000 a year to $13,000.

The three men assailed by Mr. Levy for their role in the Radio Program Foundation - Hostetler, Loucks and Schuette - were said to be awaiting receipt of an official transcript of the remarks before deciding what action, if any, to take.

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UNFETTERED RADIO HELD SYMBOL OF DEMOCRACY

The untaxed radio receivers scattered over America, taking from the air a variety of programs, all free, are symbols of a new democracy of opportunity in mass information, education and culture, Gen. James G. Harbord, Chairman of the Board of the Radio Corporation of America, told the Institute of Public Affairs at the University of Virginia, Charlottesville, July 16th.

Frederic A. Willis, Assistant to the President of the Columbia Broadcasting Co., also participated in a discussion on the responsibility of mass communication media in a democracy.

While means of mass communication remain unshackled, as in America, it will be, General Harbord said, "the very cornerstone of democracy, a bulwark against the tyranny that thrives on the suppression of truth.

"Untrammeled books, an untrammeled press, and an untrammeled radio are more fundamentally important than votes", he continued. "Before a vote is worthy of the name the voter must have the opportunity of obtaining information. Men had votes in ancient Rome, but the republic failed. It failed because, among other reasons, it had no mass communication."

General Harbord traced the development of electrical communication since the invention of the telegraph, and told how the Radio Corporation of America is carrying on experiments in television and in use of ultra short wave radio.

Radio's responsibility in a present-day democracy is great, began Mr. Willis. "The responsibility for broadcasting in our democracy is really the responsibility of good American citizenship.

"This includes a duty to encourage free speech, free communication, free interplay of thought (remembering that only in this way can democracy be perpetuated). It includes a duty to give fair play not alone to majorities, but to responsible minorities.* * * *. To suppress them would destroy our democracy. It includes a duty to see America as a unity, as well as a land of parts - remembering that the welfare of the whole is vital, if the interests of each part are to be served."

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There is no radio broadcasting in the Bahamas, nor is the establishment of a local station seriously contemplated. Radio users depend principally on stations in the United States and particularly WQAM and WIOD at Miami, which is only about 200 miles distant.

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NAPA STARTS SERIES OF RECORDING SUITS IN N.Y.C.

Continuing its campaign to compel broadcasting stations to obtain permission of artists before transmitting phonograph recordings, the National Association of Performing Artists this week launched a series of injunction suits in the New York Supreme Court and the Federal District Court in New York City.

The action is similar to that in which the NAPA, through its President, Fred Waring, won an initial court ruling in a suit against WDAS, Philadelphia, last Winter. The NAPA also sponsored an unsuccessful amendment to the Copyright Act intended to give artists protection similar to that now provided the copyright owner.

Paul Whiteman brought suit in the Federal Court against the WBO Broadcasting Company, owner of Station WNEW. In the Supreme Court suits were brought by Lawrence Tibbett, Don Voorhees, Frank Crumit and Walter O'Keefe.

Mr. Tibbett's suit is brought against the Debs Memorial Fund, Inc., as owner of Station WEVD. He says that "he is an actor, singer and performer", and as an "interpretive and creative musical artists he has established a reputation as such by hard and diligent effort and by a great investment of time and energy."

In the suit by Mr Voorhees, orchestra leader, against the Audio-Scriptions, Inc., the plaintiff said:

"Recently there has grown up in the entertainment industry a practice which is harmful and injurious to the careers of performing artists."

He said the defendant operated a device which recorded the artist's talents on a record or transcription of the broadcast. He alleged that "the defendant has captured one of plaintiff's broadcasts and has reduced the same to physical form for sale to whomever will pay the price.

"These bootleg recordings are modified and altered so as to contain advertising material and announcements of new sponsors, who thus have the use of the talents of myself and other artists without payment of any compensation to them."

In the suit by Mr. O'Keefe against the Teleflash Loudspeaker Corporation, he alleges that his recitation, "The Daring Young Man on the Flying Trapeze", is being used by the defendant, which he says is in the business of conveying by wire and reproducing public performances in cafes, restaurants and elsewhere sports information and musical performances played for recording purposes.

The suit by Mr. Crumit was brought against the Marcus Loew Booking Agency as owner of Station WHN. The plaintiff says he has made a number of recordings of musical compositions intended for home phonographs and not for commercial exploitation, including the song "The Dashing Marin." He says that Station WHN has been using this record for commercial purposes.

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RULING DEMANDED ON UNAUTHORIZED BASEBALL BROADCASTS

The Federal Communication Commission has been called upon to decide whether the broadcasting of off-the-scene versions of professional baseball games without permission of the baseball clubs is "piracy" or just ingenuity.

A formal complaint against WMCA, New York, alleging that it is "pirating" play-by-play baseball broadcasts of the New York, Boston and Philadelphia American League baseball clubs, was filed with the FCC by these clubs and by the American League of Professional Baseball Clubs this week.

The complaint asks that, unless WMCA ceases the practices complained of, such as "pirating, appropriating, using or disseminating, to any person, news reports or information of all or any part of the baseball games conducted by the complainants, without their express consent and approval", the license of the station be "revoked and terminated."

John M. Littlepage, Washington attorney for WMCA, stated his opinion that the FCC has no jurisdiction in such matters. Moreover, he brought out that there is precedent to confirm that view, since the FCC some months ago disallowed a complaint alleging rebroadcasting of a World Series baseball game on the ground that it did not violate FCC regulations governing rebroadcasts.

WMCA does not actually rebroadcast the games. The WMCA baseball announcers, it is said, tell the listeners that they are broadcasting their "versions" of the games and do not state that the broadcasts are direct from the parks. General Mills, Inc., is the sponsor.

The FCC first will decide whether it has jurisdiction in this particular case. It is unlikely that there will be any action for several weeks. The FCC may decide to dismiss the case for want of jurisdiction in which event, it is thought, the baseball clubs may take recourse to the courts.

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LOHR BUYS 21-ACRE ESTATE ON HUDSON

Lenox R. Lohr, President of the National Broadcasting Company, has bought Hawthorne, 21-acre estate of Mrs. David L. Luke, in North Broadway, Tarrytown, for an all-year home. The property, fronting on the Hudson River, is the old Robert Hoe estate, noted for its landscaping. The Georgian type brick residence, containing about twenty-five rooms, was built in 1915 by the late David L. Luke.

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FCC APPROVES TRANSFER OF KNX; NBC ADDS WEBR

The Broadcast Division of the Federal Communications Commission on July 17th approved the transfer of Station KNX, Los Angeles, from the Western Broadcasting Co. to the Columbia Broadcasting Division. The deal, which was aired at a special hearing before the FCC, is the largest in broadcasting history, involving $1,250,000.

The Commission at the same time renewed the KNX license on a permanent basis. The station has been operating under a temporary license for the past year because of alleged violations of rules governing programs.

CBS also plans to lease or buy WLWL, New York, from the Paulist Fathers, following FCC approval of the merger of WOV and WLWL. The Paulist Fathers last week purchased WOV for $300,000. Reports are current that CBS is planning to build up a second network, to rival NBC's two hook-ups, with WLWL as the new key outlet; CBS officials, however, scoff at the prediction.

On July 15 WEBR, of Buffalo, was added by NBC. Other stations which will be placed on the network as soon as various obstacles are removed are: WEAN, Providence; WICC, Bridgeport; WNBR, Memphis; WTFI, moving from Athens to Atlanta; KGKO, Wichita Falls; KXYZ, Houston, and WDSU, New Orleans.

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MOVIE EXHIBITORS SEEK BAN ON RADIO WORK

Lux, Camel Caravan and Hollywood Hotel weekly broadcasts with picture names in the casts are the targets of exhibitors throughout the country in a determined effort to get motion picture distributors and producers to ban their players from continuing radio work, according to Variety.

"The exhibitors fired a strong broadside at the Lux and Hollywood Hotel programs to the producers here", a Hollywood correspondent reports. "They claim that these programs, which grab off the big star names created by and for the film industry, are sounding a box office knell and that if the producers further encourage and approve their big box office names going on radio then programs they will take reprisal measures by cutting the rentals on pictures which are affected by the broadcasting done with screen talent."

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TWO NEW STATIONS RECOMMENDED BY FCC EXAMINERS

The granting of construction permits for two new broadcasting stations, one in El Paso and another in Kinston, N. C., was recommended to the Federal Communications Commission this week by Examiners.

The applicants are Dorrance D. Roderick, of El Paso, for 1500 kc. with 100 watts power, unlimited time, and Jonas Weiland, of Kinston, for 1200 kc. with 100 watts night, 250 watts daytime, unlimited time.

Denial of an application by Ted R. Woodard, of Kingsport, Tenn., for a permit to use 1210 kc. with 100 watts, daytime, was also recommended.

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GERMANY SEEKING COUNTRY-WIDE TELEVISION SERVICE

The German Post Office has just ordered two new sight-and-sound ultra-short-wave television transmitters, according to World-Radio, British Broadcasting Corporation organ. One of these will be installed on the summit of the Brocken, the highest mountain in Northern Germany. The second is on the summit of the Grosse Feldberg, in the Taunus Mountains, north-west of Frankfurt-am-Main. It is hoped to complete the transmitters by next year.

"This announcement shows that the German Post Office is well on the way to the realisation of a television service which will cover the whole of the country", the periodical comments. "It will be remembered that a mobile television unit, containing a 10-KW ultra-short-wave sight-and-sound transmitter was driven up to the Brocken last Summer and kept up there for a considerable period of time. Tests proved that a permanent transmitter there would cover such important centres as Hanover, Magdeburg, and possibly Halle. The second series of tests was then arranged from the Grosse Feldberg, in the Taunus.

"In the official announcement it is stressed that the two new transmitters must be regarded as experimental, for there is as yet no decision regarding the ultimate method of providing a nation-wide television service. It is generally thought that the Teldberg (2,800 ft. above sea level) transmitter will cover Frankfurt-am-Main, Mainz, Wiesbaden, Mannheim, Worms, Heidelberg, and Darmstadt and will reach up as far as Marburg and Giessen in the north and to Coblenz in the west."

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7/17/36

PURDUE PUTS FCC IN TOUGH SPOT IN TELEVISION SCRAP

Purdue University, of Lafayette, Ind., and the National Television Corporation of New York, placed the Federal Communications Commission this week in an embarrassing position as they contested the FCC order moving all television experiments out of the medium frequencies into the ultra-high waves.

Witnesses warned the Commission that it "dare not become a body for suppression and repression", as they opposed an order issued by the FCC May 13.

Charles Francis Harding, head of the Purdue School of Electrical Engineering, one of the largest in the country, told the Commission that its action might deprive rural United States permanently of the benefits of television, which experts agree has passed into the stage of practical operation.

The FCC withdrew the frequency bands from television experiment on the ground that these frequencies were needed for police and government radios. Commission sub-officials said, however, that the Mackay Company and the Radio Corporation had made application to use these bands.

Purdue University has been conducting what its officials say are successful television operations on these bands for several years.

"It may be many years before the entire country can be covered by short-wave television stations, and it would probably never be economically feasible to provide the more sparsely populated areas with short-wave programs," Mr. Harding testified. "It is important that at least one intermediate wave channel be maintained."

Mr. Harding declared that Purdue had been successfully broadcasting pictures by television for four years and that pictures had been received from distances up to 1,000 miles.

Edward H. Loftin gave similar testimony on behalf of the National Television Corporation after identifying himself as a former naval radio expert who had held high government radio posts and played a large part in the development of transatlantic radio communications.

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PHILIPPINES PLAN LARGEST FAR EAST OUTLET

KZRM, the largest Philippine broadcasting station, operating with a power of 25 KW at the antennae, proposes to spend approximately P50,000 in improving its facilities, on condition that it receives from the Government a contract guaranteeing continuation of its subsidy by installing the newest type of radiator antennae that will increase the radiated power two and a half times without any additional consumption of electric power and by the installation of the latest High Fidelity Type Short Wave RCA Broadcast Transmitter, according to U. S. Trade Commissioner J. Bartlett Richards, Manila.

The present long wave transmitter and the new short-wave transmitter would normally broadcast the same programs simultaneously, although they could, of course, be used to broadcast separate programs. It is believed that, with the new equipment, KZRM could be heard all over the Far East, including Japan, China and the Dutch East Indies. It is hoped that improved facilities would lead to an increase in the number of listeners, which would in turn increase the revenue and permit improvement of the programs. It is acknowledged that improvement of the programs is of primary importance, if the company is to realize its hope of becoming the best known broadcasting station in the Far East.

In asking for a contract guaranteeing the subsidy for at least five years, KZRM does not have in mind the present subsidy arrangement guaranteeing the monthly deficit up to a maximum of P6,700 a month. They would require a reversion to the old arrangement under which they were paid out of radio license revenues the full amount of the difference between their expenses and their revenue from advertising. That arrangement was never entirely satisfactory to them, as radio license receipts were never sufficient to make up their deficit. They feel, however, that, with a more powerful station and improved programs, more sets will be sold and many present owners of sets will pay their license fees and put their sets into commission again. It is also hoped that delinquencies will be reduced when the collection of radio license fees is placed in the hands of the Bureau of Internal Revenue, as it probably will be within the next two or three months. It is also pointed out that as the station becomes better known throughout the Far East, they will have a more attractive proposition to present to American advertisers and will be able to increase their advertising revenue, thus reducing the amount of deficit payable from license fees.

They do not anticipate that the new equipment would increase their cost of operation very substantially, estimating that, including depreciation on the new equipment as well as additional power cost for the short wave transmitter, their additional cost would not be much over P500 a month. (Their present rate of depreciation is only about 4½ percent per annum on the cost of the equipment). They would, however, plan to spend more money on programs.

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MUSIC TRADES REVIVAL CREDITED TO RADIO

Radio is primarily responsible for a 300% increase in piano sales during the past year, according to letters recently received by the National Broadcasting Company from executives in the piano industry. Once considered a dangerous competitor of the instrumental music industries, radio is now credited with being one of the fundamental factors in the recent upturn in that business, and statistics now offered by the music trades provide significant confirmation of repeated claims by broadcasters that radio is the most effective medium yet devised for stimulating music appreciation and promoting general music culture.

"After a careful and dispassionate study of the nearly 300% increase in piano sales during the past twelve months over 1933", W. A. Mennie, secretary of the National Piano Manufacturers' Association, declares, "radio must now be considered one of the major reasons for this increase. Millions of listeners, who might otherwise never have attained an appreciation of music, are manifesting an interest in music culture and endeavoring to become participants themselves. These converts to the musical arts are purchasing musical instruments of every description, and the piano being the basic musical instrument, has benefitted most of all from this stimulation. Radio, with its limitless possibilities, has educated listeners to appreciate music and it has produced a natural desire to create it, thus opening a hitherto non-existant market."

Other letters were received from Theodore Steinway, president of Steinway and Sons; William A. Alfring, President of the Aeolian-American Corporation and Lucien Wulsin, President of the Baldwin Piano Company.

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CBS AND N.Y. PHILHARMONIC SIGN 5-YEAR CONTRACT

The New York Philharmonic Symphony Society will continue to broadcast exclusively over the nationwide Columbia network for the next six seasons, according to terms of a new contract just negotiated. The new contract, on a five-year basis, will go into effect following the termination of the present agreement in the Spring of 1937.

A potential audience of more than 75,000,000 people will be reached by the concerts, broadcast over the coast-to-coast CBS hookup and the nationwide Canadian network - a total of approximately 115 stations. Periodic surveys conducted for CBS by Dr. Daniel Starch show that 59.4% of all radio homes have heard the Philharmonic broadcasts. Of homes in the highest income group 85.1% have listened, while even of the lowest group 44.7% have tuned in.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF JULY 21, 1936

Politicians Will Now Pay For Boring Radio Listeners.....2

Harbord Acclaimed At 2nd Division Memorial.....4

Little Press Opposition To Commercial Television Seen.....5
Three 100-Watt Stations Recommended By Examiners.....5

Census Report On Stations In West South-Central States.....6
U.I.R. To Urge Radio As Instrument Of World Peace.....6

Correspondent Raps Sale Of Political Time.....7

NLRB Cites RCA In Camden Labor Row.....8
Press Wire News For Radio On 18-Hour Schedule.....8

General Meeting On Cairo Proposals Planned.....9
N.Y. Stations Hold Record Music Public.....9

First South African Radio Receiver Manufactured.....10
Finch Given Patent For Telephonic Photo Device.....10

KFUO Plans $3,000 Expenditure For New Equipment.....11
CBS June Billings 40.9% Above Last Year.....11
Court Reserves Decision In Tube Suit.....11

WMCA Advertises By Quoting From Its Critics.....12
NBC Has New System On Speeding News Flashes.....12

No. 946—A

July 21, 1936

POLITICIANS WILL NOW PAY FOR BORING RADIO LISTENERS

Listeners at least now have the satisfaction of knowing that the political address which replaces a snappy swing orchestra these hot Summer nights is being paid for and right dearly.

Following the formal notification ceremonies at Topeka this week political broadcasters are to be treated as any commercial advertiser of wares. Free time on the air for speeches "in the public interest" are taboo, so far as politics is concerned, until after the November elections.

While accurate figures are not available, indications are that the 1936 campaign will establish a record for use of the radio in efforts to win votes. All this means that many dollars will roll into the pockets of broadcasters, compensating for the numerous free periods granted before and during the party conventions.

The Republican and Democratic parties may spend as much as $1,000,000 each for network, transcription, and spot time on the air before election day, according to one trade estimate. This forecast far exceeds the expenditures for the 1932 campaign, but money is more plentiful and the contest is hotter.

The Democrats spent $336,508.47 for radio time in 1932, while the Republicans paid $421,123.33.

Radio costs are higher this year, however, than four years ago. For a coast-to-coast hook-up on the combined major networks, such as is used for a presidential address, the price is approximately $52,000 an hour.

So far neither of the presidential candidates nor their lieutenants have bought time on the air although Mr. Roosevelt and Mr. Garner were notified that political addresses must be paid for following their acceptance addresses at the Democratic Convention in mid-June at Philadelphia.

President Roosevelt, however, will still be given time on the major networks gratis whenever he speaks non-politically in his capacity as Chief Executive of the United States. Such an occasion was his address upon the dedication of the Shenandoah National Park in Virginia a fortnight ago.

Washington observers expect the campaign to begin in earnest following the Topeka notification ceremony after which Mr.

Landon and Mr. Knox will be in the same class - from the point of view of broadcasters - as Mr. Roosevelt and Mr.Garner or any other political candidates, for that matter.

The policy of charging presidents for political time on the air originated in 1924 when Mr. Coolidge was opposed by John W. Davis. Everett Sanders, later secretary to Mr. Coolidge, but then in charge of the Republican Speakers' Bureau, established what he believed to be the first radio bureau in a national campaign. The networks decided that a President of the United States, running for reelection, should pay for his time just as any other candidate.

Accordingly, President Coolidge was charged $11,000 for his first network broadcast. Mr. Coolidge thought this charge very high, but it proved reasonable in the light of the $25,000 to $30,000 prices paid eight years later by Mr. Roosevelt and Herbert Hoover.

The practice of charging for political time on the air has its critics, who insist that it gives an advantage to the party or candidate with the full war chest.

Raymond Gram Swing, Washington correspondent, in a recent address at the University of Virginia, called it "repugnant to democracy" (see story elsewhere in this release).

The British attitude was reflected in a comment in World-Radio, organ of the British Broadcasting Corporation.

After describing the free broadcasts in party conventions, the publication pointed out that "thenceforth politics presents a commodity-selling aspect, and the politicians, including President Roosevelt himself, will have to pay for their time 'on the air' exactly as they were vendors of soap or automobiles.

"By common consent, political speeches after the candidates are selected fall in the commercial category. Time is no longer given; it must be purchased, and it costs a lot."

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"Does the American public want non-commercial broadcasting?" asks the National Committee on Education by Radio in its current bulletin. "Shortwave station W1XAL, Boston, Massachusetts, is ready to prove not only that many people want it but also that they are willing to pay for it. Since January 1, 1936, the station reports voluntary contributions from hundreds of listeners in thirty States of the United States, and in England, Mexico, Canada, Cuba, Bermuda, and Trinidad."

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HARBORD ACCLAIMED AT 2ND DIVISION MEMORIAL

High tribute was paid to Maj. Gen. James G. Harbord, who commanded the Second Division when it drove the German army back in the last great thrust toward Paris at the dedication of the Second Division memorial in Washington last Saturday. General Harbord was credited with having done more than anyone else in instigating the erection of this beautiful tribute in stone and bronze in honor of the Division's war dead (The Second Division lost 4,419 killed and had 20,657 wounded during the World War). Because of this General Harbord was chosen as the principal speaker at the dedication.

The Second Division, he said, captured about one-fourth of all prisoners taken by the A.E.F., captured one-fourth of all cannon taken and suffered one-tenth of the total casualties in the American armies.

"It never went backward in the face of an enemy. It failed on no objective. It has been said, but not by one of us, that the Second Division played a greater part in changing the course of the World War after America entered it than any other American division, a greater part than any single division in Europe of any army."

In his address, which was broadcast, General Harbord said the American soldier did not consider himself a crusader for democracy nor was he inspired by the belief this was a war to end wars.

"Their soldier vision revealed to them no league that could guarantee the peace won by their devotion", General Harbord said. "If there was a common sentiment among them aside from the impulse to duty in time of the Nation's danger, it was that their world, their own people, believed in the sacredness of treaties."

A combination of military precision and expert radio timing was a notable feature of the dedicatory exercises. There were no long-drawn out prayers, no long-winded speakers, and no presiding officer telling the audience what it already knew.

This was no doubt due to the fact that Maj. Frank E. Mason, President of the Second Division Association, presiding officer of the occasion, is Vice-President of the National Broadcasting Company in New York, and knows how these things should be done. Major Mason himself set the good example of brevity and the longest address of the afternoon was that of GeneralHarbord, admirable in every respect, which seemed to have been not more than 20 minutes in length.

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LITTLE PRESS OPPOSITION TO COMMERCIAL TELEVISION SEEN

Discussing the recent engineering hearings before the Federal Communications Commission, Editor & Publisher, in an editorial in the current issue foresees little opposition to eventual commercialization of television.

"To date, there has been little resistance by newspapers to the thought that television may become a new advertising medium, subject to some of the limitations of aural broadcasting, but presenting some inherent advantages to certain advertisers", it states. "There has been little advocacy of the idea that television might be made available to the public by assessing owners of receiving sets a small license fee, as in Great Britain.

"Strong arguments exist on both sides. Television, like radio and motion pictures, is primarily a medium for entertainment and education. Intrusion of commercial sponsorship will arouse resentment, as it has among intelligent patrons of both radio and movies. Public opinion has brought some improvement in radio's commercial continuity, and it has almost entirely eliminated it from the films. Must this job be done again with television?

"Advocates of the license system point to Britain's radio procedure as ideal, but impartial investigation discounts this judgment. The British Broadcasting Company programs are not superior to American commercially sponsored presentations, despite their freedom from advertising. The BBC does not succeed in keeping the British ether free from commercial messages, broadcast by British firms via continental stations. Nor does the BBC disdain advertising revenues, gathering its share through advertisers' patronage of the magazine it produces from its non-commercial radio material.

"The time to consider all phases of television control is within the next year, before the thing bursts full formed as did radio and sound pictures. Protagonists of commercial sponsorship and government licenses have their opportunity now to put their ideas before the public, and guide the infant marvel by a plan which will guard both public and private rights."

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THREE 100-WATT STATIONS RECOMMENDED BY EXAMINERS

The granting of construction permits for establishment of three 100-watt broadcasting stations in California, Texas, and Florida was recommended to the Federal Communications Commission this week by Examiners.

Applicants are: K. K. Kidd and A. C. Kidd, of Taft, Calif., for 1420 kc., daytime only; Navarro Broadcasting Association, Corsicana, Tex., for 1310 kc., daytime; and Earl Weir, St. Petersburg, Fla., for 1370 kc., unlimited time.

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CENSUS REPORT ON STATIONS IN WEST SOUTH-CENTRAL STATES

Total receipts of the 65 broadcast stations in the West South-Central States from sale of radio time during the year 1935, amounted to $3,684,427, William L. Austin, Director of the Bureau of the Census, Department of Commerce, reported July 21st.

The report covers all broadcast stations in the four West South-Central States which sold time during 1935, except one station in Louisiana which failed to submit a schedule. It includes 11 stations in Arkansas, 12 in Louisiana, 12 in Oklahoma, and 30 in Texas.

Slightly more than one-half (55.6 per cent) of the receipts from the sale of time was derived from local advertisers. The remainder was received from national and regional advertisers who purchased time directly from the stations, and from national and regional networks as payment for network commercial programs carried by the stations.

Texas stations, with total time sales of $2,220,821, accounted for 60 percent of all time sales in the four States. Of this sum $1,265,791 (or 57 percent) was received from local advertisers. Oklahoma's stations received $785,098 from the sale of time, but 62.5 percent of this was received from local advertisers.

Revenue as reported by the stations is the net billings for advertising time on the air, including the station's proportion of network billings. It is computed after deducting quantity and time discounts.

The 65 West South-Central stations employed a total of 980 persons (monthly average) with an annual pay roll in 1935 of $1,312,086, 89 percent of which was paid to full-time employees.

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U.I.R. TO URGE RADIO AS INSTRUMENT OF WORLD PEACE

The International Broadcasting Union, which recently concluded the twelfth of its annual series of Summer meetings at Ouchy, near Lausanne, will continue its efforts to preserve broadcasting as an instrument of peace and good-will among the nations, according to World-Radio, British Broadcasting Corporation organ.

Representatives of twenty-three European national broadcasting organizations took part in these meetings, as well as observers from fourteen European Post Office organizations. The Bureau of the Union Internationale de Telecommunications, the League of Nations, and the two large American networks - the

NBC and the CBS - the Dutch East Indies' Service (NIROM), and the Central Chinese Station of Nanking were also represented.

In the opening address of the Council the President, Mr. Rambert, Administrator-Delegate of the Swiss Broadcasting Society, announced that the number of receiving stations throughout the world had actually reached 57,200,000, and the total number of listeners at least 230 millions. Broadcasting has thus certainly become one of the most powerful (and in some countries the most powerful) means of influencing public opinion and general culture.

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CORRESPONDENT RAPS SALE OF POLITICAL TIME

Raymond Gram Swing, former editor of The Nation, told the Institute of Public Affairs last week at Charlottesville, Va., that radio may destroy American democracy unless its programs are better edited and political broadcasting is separated from commercialism.

The radio presents "public affairs in such a muddle of confusion that listeners are unable to cope with the flood of material", while another danger lies in the "sale of radio time for political purposes", he said.

The present method of handling public affairs, he said, leads listeners to conclude that they are "too difficult to think through."

Sale of radio time for political purposes is a "thorny proglem", Mr. Swing declared. "But the principle that radio companies may derive revenue from selling political time is fundamentally repugnant to democracy, for it limits the radio to political interests which have money to pay for the time, and that at once makes ability to pay the test of time."

He expressed "sympathy" for broadcasting companies, which give their time free of charge three years, but which cannot afford to do so on election year, when so much more time is demanded.

"The truth remains", he added, "that the moment broadcasters sell time for political purposes, they cease to be democratic. If newspapers were to cease publishing political news unless they were subsidized by political parties, they, too, would cease to be democratic institutions."

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NLRB CITES RCA IN CAMDEN LABOR ROW

The National Labor Relations Board announced July 19th through its Philadelphia office that it had issued a complaint accusing the RCA Manufacturing Company, of Camden, N. J., of fostering and assisting the Employees Committee Union in its plant in violation of "company union" regulations of the National Labor Relations Act.

The NLRB action followed a week-end of rioting in which 101 persons were arrested and held in total bail of $523,000.

Both the RCA Manufacturing Co. and its parent organization, the Radio Corporation of America, were cited in the complaint, which, the Board said, was "based on charges filed by the United Electrical and Radio Workers of America, which is conducting a strike in the Camden plant."

The hearing of the complaint will be joined with a hearing fixed by the Labor Board for 10 A.M. next Saturday to determine the collective bargaining agency for plant employees.

Most of the 101 arrested are still in jail because neither the Union nor relatives and friends were able to raise the bail fixed by Justice Frank T. Lloyd of the State Supreme Court and Police Judge Lewis Libberman. The bail averaged about $5,000 a prisoner, although it was $10,000 in several cases.

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PRESS WIRE NEWS FOR RADIO ON 18-HOUR SCHEDULE

A new 18-hour daily leased wire news service into broadcasting stations in 15 cities, chiefly eastern, has been started by United Press. Twenty of the 75 or more stations now being served by United Press will get the new service, it was stated, and it probably will be expanded gradually. The service, to start July 27, will bring UP reports specially written for broadcasting and ready to go on the air directly into the stations.

It will also include special radio features. It will run 18 hours a day, with UP absorbing the line costs. Webb Artz will be editor.

Following are the stations scheduled for the service: WEAF, WJZ and WHN, New York; WCAU and KYW, Philadelphia; WBAL, Baltimore; WBAX, Wilkes-Barre; WRC and WJSV, Washington; KDKA, Pittsburgh; WWVA, Wheeling; WJAY, Cleveland; WSPD, Toledo; WXYZ, Detroit; WGR and WKBW, Buffalo; WHAM, Rochester; WGY, Schenectady; WEEI, Boston; WDRC, Hartford.

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GENERAL MEETING ON CAIRO PROPOSALS PLANNED

A general meeting of the committees preparing for Cairo Radio Conference will be held at 10 A.M., Wednesday, August 5th, in the offices of the Federal Communications Commission, Room 1413, New Post Office Building, 12th and Pennsylvania Ave., N.W., Washington.

An effort will be made at this meeting to complete the preliminary preparatory work on the Cairo proposals. If this can be done, it will not be necessary to hold any further meetings during the Summer.

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N.Y. STATIONS HOLD RECORD MUSIC PUBLIC

New York City radio stations accused of "bootlegging" music through the medium of recorded selections played on the air intimated this week that they assumed the music is public property once a record is purchased, except in cases where public perofrmance is expressly prohibited, according to the New York Times. The suits were filed last week under sponsorship of the National Performing Artists' Association.

A representative of WNEW, against which suit was brought by Paul Whiteman, said:

"We just go ahead and play any record we feel like using, as we have done for years. We utilize records constantly as a source of program material, and most artists are glad to have us do so. We have no arrangement with Whiteman or any other artist for the use of their recordings. Many stations of the country use records as we use them. As to the suit, we have twenty days in which to file a reply, but we do not yet know just what form it will take."

Speaking of WEVD, owned by the Debs Memorial Fund, Inc., Henry Greenfield, the station's general manager, said that recordings of Lawrence Tibbett's songs, particularly "De Glory Road", have been used "only on sustaining or non-commercial programs", and that he had not been aware it was on any "prohibited list" of the singer's repertoire.

In an action filed by Mr. Tibbett against the station, the singer said he made the record solely for use on phonograph machines and reserved for himself all other rights to the song.

A spokesman for Teleflash, Inc., against which Walter O'Keefe filed suit, said his organization had never used an O'Keefe recording of the recitation, "The Daring Young Man on the Flying Trapeze", as was alleged by the performer.

A representative of the Marcus Loew Booking Agency, against which Frank Crumit, radio singer, brought suit for an alleged commercial use of his recordings over WHN, said no action has been taken in the matter.

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FIRST SOUTH AFRICAN RADIO RECEIVER MANUFACTURED

The Viking All-Wave Radio Receiver, the first radio receiver to be built in South Africa, attracted a great deal of attention at the Rand Agricultural Show held at Johannesburg recently. The Mars Manufacturing Co. (Pty.) Ltd., manufacturers of the set, reports that 150 of the sets were sold during the week of the show.

All electrical fittings and parts used in the Viking sets are imported, chiefly from the United States, and are mounted on a frame stamped in South Africa. Cabinet work is done locally of imported laminated wood with American walnut and bird's eye maple veneers. Retail prices including installation and one year's radio permit (£1.15s. per person in Johannesburg and varying through the Union) with 10 percent discount for cash, are as follows:

Nine tube radio-phonograph combination	£69.10s
Seven tube radio-phonograph combination	42.10s.
Six tube Table Set	25. 0s

The manufacturers claim that the set represents the most modern development in radio that it has been tested in America, and that the report on the tests shows "that the sets are equal or superior in R.F. performance as compared with the finest American sets of a similar size. . . .internal noise level of the tuning unit was the lowest of all." Silent tuning is another feature being stressed.

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FINCH GIVEN PATENT FOR TELEPHONIC PHOTO DEVICE

A new patent (No. 2,047,863), of basic importance in the telephonic transmission of pictures, was issued July 14th to William G. H. Finch, head of the Finch Telecommunications Laboratories, Inc., New York, according to Editor & Publisher. Mr. Finch, holder of 10 patents covering radio and wire transmission of news and pictures said that his process is the only one which can practicably utilize the telephone for news picture transmission without violating the FCC rules prohibiting physical connection with telephone lines.

His system, according to the patent description, contemplates a novel method of inductively inducing picture signals into the telephone line at the transmitter by a novel portable member which may be applied to any telephone subscriber station call box.

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KFUO PLANS $3,000 EXPENDITURE FOR NEW EQUIPMENT

Station KFUO, the unique religious outlet operated by the Concordia Seminary at St. Louis, plans to spend $3,000 in 1936 for new equipment to bring the station up to the standard required by the Federal Communications Commission, the annual report issued by Herman H. Hohenstein, Director, discloses.

"Our equipment, purchased in 1927, is holding out well", he said.

However, the station plans to buy a high voltage rectifier, monitoring equipment, and to make changes in its transmitter.

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CBS JUNE BILLINGS 40.9% ABOVE LAST YEAR

Time sales on the Columbia network for June - highest June in CBS history - totalled $1,502,768, an increase of 40.9% over the same month's billings in 1935. This marks the sixth successive month that CBS revenue has increased the gap between this and last year's figures.

These increases have been as follows: January over January, 7.5%; February over February, 15.4%; March over March, 18.7%; April over April, 20.8%; May over May, 35.9%. The total for the first six months of 1936 represents a 21.3% increase over the corresponding period of 1935.

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COURT RESERVES DECISION IN TUBE SUIT

Federal Judge Francis G. Caffey reserved decision last Friday on an application for an injunction by the National Union Radio Tube Company seeking to restrain the Radio Corporation of America, the General Electric Company and the Westinghouse Electric and Manufacturing Company from cancelling a license agreement under which the plaintiff manufacturers millions of tubes a year.

The tube company declared that the defendants had threatened to abrogate the contract because it had failed to pay $50,000 royalties under patent licenses held by the electrical companies. Benjamin A. Javits, counsel for the National Union company, argued that his client's claims against the defendants exceeded the sum of the royalties and accused R.C.A. of price-fixing and of giving preferential treatment to other licensees.

Opposing the suit, John T. Cahill, counsel for RCA, described the plaintiff's charges as "vicious and astounding." He told the court that RCA had generously helped the tube company through its financial difficulty by loans and otherwise and declared that the filing of the injunction action comes a month before a considerable debt of the National Union to RCA becomes due. He also questioned the plaintiff's good faith.

Others who argued against the suit were Bruce Bromley, for Westinghouse, who said the license agreement called for termination within thirty days if royalties were not paid; and Stephen H. Philbin for General Electric, who said the application did not give a cause in against General Electric and Westinghouse.

The tube company has a $15,000,000 triple damage suit under the anti trust laws pending against the defendants, also in Federal Court.

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WMCA ADVERTISES BY QUOTING FROM ITS CRITICS

A novel advertising brochure has been issued by WMCA, New York, presenting a picture of the broadcasting station as seen by its critics. Prefaced by a humorous skit presumably from the pan of Donald Flamm, President, the WMCA brochure promises that it does not contain photos of executives, staff members, or equipment, biographies of executives, or photos of blues singers or dancers.

Showmanship ratings by Variety, program criticisms by newspaper and magazine commentators, WMCA coverage as seen by the radio engineer, the station's commercial record as seen by the advertisers, and finally "as seen by other stations" constitute the major sections of the brochure.

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NBC HAS NEW SYSTEM ON SPEEDING NEWS FLASHES

A new speed-up system for broadcasting news bulletins within seconds after they have been received has been installed in the Radio City studios of the National Broadcasting Company and went into operation July 20th.

The office of the supervisor of announcers has been converted into a broadcasting studio, with microphones, automatic volume control panel and other technical facilities built onto the supervisor's desk. The second a bulletin of transcendent importance is received, the announcer on duty can push a button which automatically connects his desk microphone to the networks and without any delay, read the important news over the air.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF JULY 24, 1936

Landon's Radio Voice Is O.K.....2

Shake-Up In Capital Stations Looms After WOL Grant.....3

FCC Outlines Scope Of Broadcast Band Hearing.....4

NBC-RED Network Passes CBS In June Ad Report..... 7
Commerce Department Issues Report On Radio Set Count.....7

Census Bureau Completes Survey Of Broadcast Business.....8

Carter And Hoffman Continue Debate Over Libel Suit.....10

Brooklyn Case Hearing Again Postponed By Commission.....11
RCA Given Time To Oppose Rehearing In Oslo Case.....11

Radio Exports From 1926-1935 Listed In U. S. Report.....12
RCA Plant Strike Ends In Agreement.....12

No. 947

LANDON'S RADIO VOICE IS O.K.

The acceptance speech of Governor Landon dispelled dire prophecies as to whether or not he would be able to make the grade as a radio speaker. It was a foregone conclusion that he would not be in a class with President Roosevelt who is conceded to be a past-master at the art and who has had years of practice. One of the first opinions heard was from a critical Washington listener who said, "Landon is not as bad on the radio as I had been led to believe."

As a matter of fairness, the Republican candidate deserved a decidedly higher rating even at the start and unless this writer misses his guess will become more and more popular over the air as the campaign progresses and as he gets into the swing of the thing.

George W. Harris, the famous photographer of notables, once said that a plain picture of a man wore better than that of one animated and smiling.

"You like the latter at first but after you look at it a few times you get tired of the smiles", Mr. Harris added.

This is probably just as true of a voice over the radio. Landon's was as plain as an old shoe. Yet it was clear and natural, easy to understand, and aided by his simple language and by newspaper pictures and movies, really seemed to bring the man himself into your presence.

Not so fortunate was Representative Bertrand Snell, of New York, Chairman of the Notification Committee. Of raucous voice, he made an old-time introductory speech which would probably have laid them in the aisles in 1888 but which was creaky and out-of-date for a 1936 radio presentation. Snell talked so long and used up so much valuable time that when he finally got around to introducing Governor Landon a terrific electrical rainstorm had broken in eastern parts of the country, and in Washington, D.C., where perhaps interest was the keenest as to how the new candidate would get over, the thunder and lightning becoming so terrifying, that many had to turn off their radios without hearing the principal speaker of the evening.

Another weak spot at the notification, in the opinion of this writer, was the excitable NBC-Red Network announcer. He sounded as if he were trying for the questionable laurels of the Joe Louis-Schmelling fight commentators. There was no need for him to tell the listeners how hard the audience was cheering or

what tune the band was playing. They could hear it as well as he could. The less said by an announcer, on an occasion such as this the better. It was a program already overburdened with talk.

While Chairman Hamilton didn't by any means measure up to his convention radio effort, he was at least brief. Aside from Governor Landon being 8 minutes late, which is a long-time in radio, if indeed that was his fault, the Governor easily measured up as the star in a great broadcast and really looms as a foe worthy of President Roosevelt's ethereal steel.

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SHAKE-UP IN CAPITAL STATIONS LOOMS AFTER WOL GRANT

A realignment of at least two of the four broadcasting stations in Washington, D. C., may occur as the result of action taken this week by the Federal Communications Commission granting an application to WOL for a change in location and frequency.

Over-riding its Examiner's recommendation, the FCC voted to allow WOL to move its transmitter from 1111 H Street, N.W., to nearby Maryland and to change its frequency from 1310 to 1230 kc. and to increase its power from 100 watts to 1 KW, unlimited time. The change is effective October 13th. Studios will be expanded but retained in Washington.

Three Washington publishers are now seeking radio outlets in the National Capital, and a fourth is believed ready to step in if forced to by competition.

The transfer of WOL to Maryland and to a new wavelength makes available more facilities for Capital applicants. Scripps-Howard, the newspaper chain which publishes the Daily News, has applied for WOL's present facilities, but it faces a formidable rival in William Dolph, an executive of WOL, who is also handling radio assignments for the Democratic National Committee. He also has applied for the wave to be abandoned by WOL.

The facilities of WMAL, now affiliated with the National Broadcasting Company, are being sought by Eugene Meyer, wealthy publisher of the Washington Post, and William Randolph Hearst, publisher of the Washington Herald and Times. Hearst recently lost a court fight, however, to force the heirs of M. A. Leese to sell WMAL to him.

The Evening Star is believed to have the inside track should any deal for WMAL be made. However, Mr. Meyer has applied also for an auxiliary wavelength in case he should be turned down on the request for WMAL's facilities.

As the repeal of the Davis Amendment has done away with the old quota system, it would not be surprising if Washington were allowed a fifth broadcasting outlet.

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FCC OUTLINES SCOPE OF BROADCAST BAND HEARING

All general phases of operation in the broadcast band, 550-1600 kc., will be open for discussion at the informal hearing before the Broadcast Division of the Federal Communications Commission beginning October 5th, a prospectus disclosed this week.

The purpose of the hearing, it was explained, is to determine "what principles should guide the Commission in matters relating or affecting the allocation of frequencies and the prevention of interference in the band 550-1600 kc. and, in particular, what changes, if any should be made in the Commission's existing regulations or in the standards heretofore applied by it and its engineering department in order to give effect to those principles."

John B. Reynolds, acting FCC Secretary, also revealed that the almost-forgotten clear channel survey conducted by the Engineer Division some months ago has been completed and that the results will be made available prior to the hearing.

Individual applications, individual assignments, and requests for allocation of broadcast facilities to particular groups or organizations will not be considered at the October hearing.

"The Broadcast Division of the Commission desires to obtain the most complete information available with respect to this broad subject of allocation, not only in its engineering but also in its corollary social and economic phases, to the end that such regulations and standards as it may retain or adopt will make possible such use of the band 550-1600 kc. as will provide maximum service (both transmission and reception) in the public interest", the prospectus stated. "The improvements in and the increased knowledge of, the engineering aspects of broadcasting since the inauguration of the present allocation system in 1928 will be taken into consideration; also the amendment of June 5, 1936, to the Communications Act of 1934, repealing Sec. 302 and modifyingSec.307(b).

"Specifically, the Broadcast Division will consider proposals and evidence for or against such proposals, as to the principles that should guide it with respect to its regulations and standards on such subjects as the following:

"I. <u>Classification of broadcast stations</u>

1. Desirability of establishing new classes, or of subdividing, modifying or abolishing any existing class.
2. Proper definition of each class with respect to purpose and character of service.
3. Number of frequencies to be allocated to each class.
4. Suitability of various bands of frequencies (e.g., propagation characteristics and noise levels) in the range 550-1600 kc. for the service to be rendered by each class.

5. Extent to which freedom from interference is to be secured to each class and extent to which duplicated use, night or day, of frequencies allocated to each class is to be permitted, including

   (a) number of stations to be permitted to operate simultaneously in frequencies of each class;
   (b) mileage-frequency separation tables as a method for determining permissible duplications;
   (c) advisability of establishing subclassifications of any of the principal classes;
   (d) use of frequencies allocated to one class by stations of another class;
   (e) possibility of duplicated use of a frequency by two 50 KW stations separated by a substantial distance;
   (f) consideration of hour of sunset as the dividing line between daytime and nighttime permissible duplications, and location at which sunset or other hour should be taken as such dividing line;
   (g) application of directional antennas; and
   (h) application of synchronization.

6. Maximum and minimum power requirements with respect to each class, including

   (a) increases in power above 50 KW on any class of frequency;
   (b) horizontal increases in power on frequencies on which nighttime duplicated operation is permitted, and
   (c) differentiation in maximum power at day and at night.

"II. <u>Standards to be applied in determining coverage and the presence or absence of objectionable interference</u>

1. Propagation characteristics of the various frequencies in the range 550-1600 kc., including comparison of east-west and north-south transmission, effect of intervening mountain ranges and seasonal variations.
2. Prevailing attenuation in various parts of the country.
3. Proper ratio of desired to undesired signal.
4. Signal intensity necessary to render satisfactory service in various types of community (e.g., urban, residential, rural, etc.).
5. Relative electrical noise levels, natural and man-made, in the range 550-1600 kc. and in various types of communities.
6. Frequency separation, including

   (a) the prescribed 10 kc. separation between frequencies used by broadcast stations;
   (b) the customary 50 kc. separation between frequencies used by broadcast stations in the same community;

6. (c) mileage- frequency separation tables as a method for determining minimum geographical separation between stations using frequencies separated by from 10 to 40 kc.;
   (d) permissible disparity in power between stations on adjacent frequencies;
   (e) practicable standards of receiver selectivity, and
   (f) practicable standards of receiver fidelity.

7. Proper definition of blanketing signal.
8. Legitimate assumptions with respect to Heaviside layer and sunspot cycle.

"III. Geographical distribution of broadcast facilities

1. Weight to be given to such factors as area, population and economic support.
2. Desirability of establishing a system for evaluating facilities (e.g., a quota system) in order to comply with Sec. 307(b) of the Communications Act of 1934, as amended, and "to provide a fair, efficient, and equitable distribution of radio service" among the several States and communities.
3. Feasibility of allowing adherence to sound engineering principles automatically to effect the distribution required by Sec. 307 (b).

"IV. Standards and methods of measurement with respect to

1. Power
2. Tolerance
3. Field intensity
4. Determination of service
5. Determination of interference.

"V. Apparatus performance requirements to be imposed on broadcast stations

1. Frequency stability
2. Antenna efficiency
3. Modulation
4. Suppression of harmonics
5. Fidelity of transmission
6. Transmitter location

"VI. Effect of any proposals regarding the foregoing subjects

1. Socially and economically, upon the public and the industry.
2. Internationally, upon use of the band 550-1600 kc. by other countries in North and Central America.
3. Upon possible future use of frequencies in the band 6000-30,000 kc. and in the band above 30,000 kc. for broadcasting.

"This outline is not to be taken as excluding evidence and proposals bearing on allocation matters not specifically enumerated, provided such evidence and proposals otherwise come within the limitations set forth in this notice.

"Cross-examination of witnesses will be limited to questions by Commissioners and members of the Commission's legal and technical staffs.

"Persons or organizations desiring to appear and testify should notify the Commission of such intention on or before September 15. In such notification the number of witnesses who will appear and the time estimated to be occupied by each should be stated. This information is necessary in order more efficiently to organize the hearing. Proposals seeking amendment of existing regulations should be accompanied by written drafts of the amendments desired, to be submitted at the time such proposals are made during the hearing."

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NBC-RED NETWORK PASSES CBS IN JUNE AD REPORT

For the first time in several months the NBC-Red (WEAF) network for June reported slightly more gross revenue from the sale of time than did the Columbia Broadcasting System.

The two networks were close, however, with the CBS figure at $1,502,768 and the NBC-Red at $1,505,520.

Nevertheless, CBS was 40.8 per cent above its record for June, 1935, whereas NBC for its two networks was 1.5 per cent below the corresponding month of last year. The NBC-Blue (WJZ) return was $843,323.

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COMMERCE DEPARTMENT ISSUES REPORT ON RADIO SET COUNT

The Electrical Division of the Bureau of Foreign and Domestic Commerce has just released in its Radio Markets Supplement series the complete tabulation of the Joint Committee on Radio Research of the number of families owning radio receiving sets over the United States by States and counties.

Copies of the report may be obtained from the Department of Commerce at 25 cents.

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CENSUS BUREAU COMPLETES SURVEY OF BROADCAST BUSINESS

Uncontestable proof that the broadcasting business, just an infant a little more than a decade ago, has become one of the leaders in American industry was furnished by the U. S. Census Bureau this week in a summary of its sectional survey.

Major findings of the report were that:

Total net revenue of broadcast stations and networks for 1935 amounted to $86,492,653.

Five States accounted for 42 per cent of this station revenue with New York in the lead.

An average of 14,561 persons were employed directly by radio stations and networks with an annual payroll of $26,911,392. Unofficial estimates on expenditures for performers by advertisers and agencies amount to an additional $50,000,000.

The Census Bureau report is a part of the current Census of Business. It includes 8 national and regional networks and 561 stations, and covers all broadcast stations and networks which sold time during 1935, except 3 small stations which failed to submit schedules of their 1935 operations.

Revenue from the sale of radio time was divided as follows: national and regional networks, $39,737,867; national and regional spot advertising (non-network), $13,805,200; local advertising, $26,074,476. Thus, almost one-half (49.9 percent) of all radio time sales, when measured in terms of revenue, were made through radio networks. Of this, $27,216,035, or 68.5 percent was available to them to cover cost of programs, wire, and other network facilities. The balance was paid to broadcast stations for the use of station facilities in broadcasting network programs.

Broadcast stations sold $39,879,676 worth of time and received $12,521,832 from networks as payment for carrying network commercial programs. They received $26,074,476 from local advertisers and $13,805,200 from national and regional advertisers who "spotted" their advertising, i.e., purchased time directly from individual stations. Such "spot" advertising accounted for 24.6 percent of station revenue, in contrast to 46.3 percent from local advertisers and 22.2 percent from networks.

Revenue from sources other than the sale of time amounted to $6,875,110. Of this sum $2,983,245 was received by networks and $3,891,865 by broadcast stations. This revenue was derived largely from the sale of regular network and station talent, program-building for advertisers, and line charges for carrying programs to a number of stations.

It is significant to note the high percentage of revenue received by stations located in the larger cities. The 91 stations located in 12 of the 13 cities of more than 500,000

population shown in this report received $20,584,297 from the sale of time. Thus these stations, numbering 16.3 percent of all stations, accounted for almost 40 percent of total station business.

Five States accounted for 42 percent of total station revenue. New York led with 10.6 percent, followed closely by California with 8.9 percent; Ohio with 8.5 percent; Illinois with 7.4 percent, and Pennsylvania with 6.6 percent. In local advertising, however, New York and California were almost identical, these two States accounting for one-fifth of total local advertising revenue.

The networks and stations together employed an average of 14,561 persons with an annual payroll in 1935 of $26,911,392. Only 5 of the 8 networks reported separate employment, the other 3 allocating their personnel to affiliated stations. The 5 networks making separate reports for personnel employed 2,001 persons with an annual payroll of $5,420,279.

The 561 broadcast stations employed 12,560 persons with an annual payroll of $21,491,113. About 92 percent of this sum was paid to full-time and 8 percent to part-time employees.

Station talent, consisting of artists and announcers, totaled 5,864, or nearly one-half (44.6 percent) of total station employees. Of these, however, 2,309 were employed on a part-time basis, and they accounted for 81 percent of all part-time employees. Artists alone accounted for 76.1 percent of all part-time employees. Station talent, including both full-time and part-time artists and announcers, received 37.4 percent of the total payroll for the week. Artists employed directly by advertisers are not included in station or network personnel.

Technicians engaged in the operation and maintenance of broadcast stations made up the second largest functional group in numbers and payroll. They accounted for 18.4 percent of all employees and received 19.8 percent of the total payroll for the week. Other functional groups reported by the stations include office and clerical workers, supervisors, and executives. Salesmen, continuity writers, and persons performing a variety of functions, have been grouped together as "other" employees.

The average weekly pay of full-time station employees in different functional groups ranged from $24 for office and clerical workers, to $96 for executives. Supervisors received an average of $62 per week, station artists $41 per week, and station technicians $35 per week. The average weekly income of "other" employees is relatively high because of the inclusion of salesmen in this group.

The analysis for the representative week does not include network personnel. In general, the average weekly salary is higher for persons employed by networks than for those employed by stations. The average full-time station employee was paid $38, and the average network employee was paid $53 per week. Network technicians received $60, artists $91, and office and clerical workers $39.

Eight organizations were classified as national or regional networks, and network data given in this report apply to these eight companies. Other organizations frequently listed as radio networks but which serve only as informal sales organizations were not classified as networks.

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CARTER AND HOFFMAN CONTINUE DEBATE OVER LIBEL SUIT

Boake Carter, Philco-sponsored news commentator over WCAU, Philadelphia, and the CBS network, made another attack on Governor Hoffman, of New Jersey, last week after the Governor had issued a statement to the press explaining why he filed the $100,000 slander suit.

Besides insisting that the suit must be tried in the residence of the plaintiff, Middlessex County, N. J., rather than in Pennsylvania, as suggested by Mr. Carter, Governor Hoffman was quoted as follows on freedom of speech over the air:

The Governor said Carter cried "sanctuary" in the name of the freedom of the press, but Mr. Carter is not a newspaper. If that point be waived, it is still true that he is not an editorial, but an advertisement. No reputable newspaper would permit an advertiser to seek to sell merchandise in its advertising columns through personal attacks upon the integrity or reputation of individuals. I do not think the radio should permit that either.

"The right of criticism is free to every American. The right to abuse is free to no one. I do not think that the right of free speech includes the privilege of commercializing slander by using it as an article to sell merchandise at profit.

"In the case of newspapers, the right of freedom of the press carries with it the responsibility to be answerable for public stations; the radio commentator is not free from that responsibility."

On the same evening Mr. Carter replied to the press statement during his radio period. He said, in part:

"After five days of silence, New Jersey's Governor Hoffman announced how he believes news should be disseminated over the radio in the United States, inferentially struck at the nation's press itself - but not once in his rambling statement gave one hint, or indication that he is prepared to take action against me directly for what I said regarding his official acts in connection with the Hauptmann case. Briefly and in a nutshell, Governor Hoffman, in his statement to the press, declared that in his estimation, I am not a newspaper - but an advertisement and because I am an advertisement, I have no right

to criticize him or anyone else. By the same queer logic, it must appear then that the Governor must also hold that the nation's press because it accepts advertisements, should not hold him to account for his official acts - or anyone else for that matter. Which would therefore indicate that we were right last Thursday when we observed that the main issue is one of Hoffman versus freedom of the radio and freedom of the press.

"I might point out once again to the Governor to look abroad to those nations where no advertising is permitted - where radio is owned by the bureaucrats and political parties - and where radio is used to beat down any sign and all signs of any democratic form of government. It has been the glory of America that the radio has had advertisers who have been willing to spend money to bring the best programs on the air, provide the greatest of artists and pay to get coverage of the greatest news events of our day."

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BROOKLYN CASE HEARING AGAIN POSTPONED BY COMMISSION

Already postponed several times, the so-called Brooklyn case rehearing was delayed again this week as the Federal Communications Commission voted to move up the date from September 9 to October 26.

The case involves Stations WLTH, WEVD, WBBC, WVFW and the Brooklyn Daily Eagle.

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RCA GIVEN TIME TO OPPOSE REHEARING IN OSLO CASE

R.C.A. Communications, Inc., of New York, this week was granted permission to file a statement not later than September 1st with the Federal Communications Commission in opposition to the application of Mackay Radio & Telegraph Co., Inc., for a rehearing in the Oslo case.

The FCC recently rejected the Mackay application to establish a radio communication point at Oslo in competition with RCA.

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Polish authorities, who are chiefly women in the radio division, want residents to listen to radio throughout the Summer. A contest has been inaugurated to attract attention and prizes will be given, including cash, a trip to the United States, or an automobile.

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RADIO EXPORTS FROM 1926-1935 LISTED IN U. S. REPORT

A tabulation of United States exports of radio sets from 1926-1935 inclusive, has just been prepared and released by the Electrical Division of the Bureau of Foreign and Domestic Commerce.

The analysis sets forth both the number of sets and their value as exported to each country for each year. Copies may be obtained at 25 cents from the Commerce Department.

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RCA PLANT STRIKE ENDS IN AGREEMENT

The four-week-old strike at the RCA Manufacturing Company's plant at Camden, N. J., marked by repeated rioting and several hundred arrests, was ended late Tuesday when strikers voted unanimously to accept a five-point agreement approved earlier in the day by the RCA management.

As a result of the agreement the strike was called off immediately and a "consent election" will be conducted next Tuesday by the National Labor Relations Board in order to determine which Union inside the plant is to be recognized as the sole collective bargaining agency for the workers.

Other terms of the agreement, in brief, are as follows:

RCA will continue to recognize Local 103, Union of Electfical and Radio Workers, as a collective bargaining agency for its members employed in the Camden plant.

The company will maintain the policy of paying as high wages under as favorable hours and working conditions as prevail in Camden-Philadelphia manufacturing establishments engaged in similar classes of work.

The company agrees that all employees absent for strike or other reasons who desire re-employment shall be re-employed as rapidly as work for them becomes available and without discrimination as regards their union affiliations.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF JULY 28, 1936.

Cairo Group Urges Wider Broadcast Band To 1600 Kc.... 2

Lohr Picks Assistant, Washington Hears..... 4
Three New Stations Recommended By FCC Examiners.....4

Radio Again Plays Role In Spanish Revolution.....5

Sponsored News Commentators Rapped As G.O.P. Hires Hard.....6

FCC Pacifies Purdue And NTC On Television.....7

SEC Bares Crosley And Radio City Holdings.....8
Role Of Radio Reporter At Olympics Made Easy.....8

Industry Notes.....10

FCC Deletes Rule Re Extra First Class Operator.....11

Schenck Bargains For British Television Rights.....12
Court Denies Writ For 20 RCA Strikers.....12

No. 948

July 28, 1936.

CAIRO GROUP URGES WIDER BROADCAST BAND TO 1600 KC.

Broadening of the aural broadcast band by extension from 1500 to 1600 kc. will be recommended by the Committee on Allocation to the general meeting of committees preparing for the Cairo International Radio Conference on August 5th.

The Committee on Allocation adopted, in part, the recommendation of James W. Baldwin, Managing Director of the National Association of Broadcasters, in indorsing the move. The 1500-1600 kc. channel is now used for aural broadcasting but on an experimental scale.

Despite the prolonged engineering hearing held in June on ultra-high frequencies, the Committee decided to recommend to the general meeting that the United States make no proposals with respect to any changes in the present allocation table for the frequencies above 30,000 kc.

Leaving a loophole, however, for subsequent action, the Allocation Committee's recommendation stated:

"If any recommendations are to be made concerning specific reallocation of the ultra high frequency bands for inclusion in the Cairo General Radio Regulations, such proposals be not formally submitted to other nations through the Berne Bureau before the Book of Proposals of other nations has been received from Berne and, in any event, not prior to October 1, 1937."

Other proposals of the Committee are:

"The United States should make no proposals at this time with respect to broadcasting between 6000 and 30,000 kc. However, in order that the United States Government may have full data to guide it in ascertaining the proper position to take at Cairo, the Federal Communications Commission should act as a centralizing agency and cooperate with the various government departments and commercial companies in making an analysis of international high frequency broadcasting, including such items as existing use of channels, operation and regulation.

"That efforts be continued toward the eventual elimination of spark sets."

The Committee rejected the request of Mr. Baldwin that it recommend that the following frequencies below 550 kc. be made available for aural and facsimile broadcasting: 180 to 210 kc.,

and 520 to 540 kc., both inclusive. The NAB Managing Director called attention to his testimony before the FCC hearing but to no avail. He was given permission to file a minority report.

During his testimony before the FCC, Mr. Baldwin said that such extension below 550 kc. would be in agreement with the policy of other nations of the world and would "enable broadcasters to greatly improve the service in rural areas."

Mr. Baldwin also made a motion to increase the high frequency bands allocated to international broadcasting in accordance with a table he presented, but he subsequently withdrew the proposal and substituted a motion that the FCC be requested to cooperate with the commercial companies and other governmental agencies in making a study of the problem for recommendation to the Cairo delegation.

Gerald C. Gross, FCC engineer, in making the motion that for the present the United States make no proposals with regard to the frequencies above 30,000 kc., pointed out that although a great deal of experimental work is being carried on in these bands "no final conclusions can yet be drawn."

"It is understood that a cooperative effort will be made by the industry and the government departments", he explained, "to be centralized by the Federal Communications Commission, on the useful characteristics and interfering ranges of these ultra-high frequencies."

K. B. Warner, of the American Radio Relay League, made a plea for the widening of the bands assigned to the radio amateurs, pioneers in the ultra-high frequencies, but his request was rejected.

Alluding to testimony at the FCC hearing, Mr. Warner said, "We believe we established for all time that the national policy of providing properly for radio amateurs has paid national dividends of inestimable value."

Mr. Warner said he had no detailed plan to present, however, relative to the shifting of frequency assignments for all stations now occupying the channels involved and that he considered that reallocation outside the League's province.

Dr. C. B. Jolliffe, former FCC Chief Engineer, and now with the Radio Corporation of America, pointed out that the fixed services have very high standards of engineering practice and that he desired more information as to where the existing station assignments in the bands 4000-4500 kc. and 7300-7500 kc. would be moved in view of the congestion now existing in other bands.

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LOHR PICKS ASSISTANT, WASHINGTON HEARS

Maj. Lenox Lohr, President of the National Broadcasting Company, has selected a retired Army officer, Col. C. W. Fitch, now Assistant Director of the PWA Housing Division, to be his assistant, effective about August 15th, according to a reliable authority in Washington.

While no confirmation of the appointment could be obtained at NBC Public Relations offices in New York, it was learned in the Capital that all arrangements have been made for Colonel Fitch's transfer.

Colonel Fitch was associated with Major Lohr in the Chicago World Fair administration and is a friend of many years' standing.

The move, following several dismissals at NBC headquarters, was seen in broadcasting circles as a strengthening of Major Lohr's hand in the control of the NBC network.

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THREE NEW STATIONS RECOMMENDED BY FCC EXAMINERS

With the quota system scrapped by Congressional action, Examiners of the Federal Communications Commission have become very generous in recommending the allocation of new broadcasting frequencies.

Within the last week they have recommended the granting of three applications, bringing almost to a score the favorable reports filed since the Davis Amendment was repealed.

The latest applicants favored are: Wilton Harvey Pollard, Huntsville, Ala., for 1200 kc., 100 watts, unlimited time; Fred A. Baxter, Superior, Wis., 1200 kc., 100 watts, unlimited time; Marysville-Yuba City Publishers, Inc., Marysville, Cal., 1140 kc., 250 watts, daytime only.

Better facilities also were recommended for KRLC, Lewiston, Idaho, a shift from 1420 to 1390 kc., with an increase in power from 100 to 250 watts, unlimited time, and to WJBO, Baton Rouge, La., from 1420 to 1120 kc., and increase in power from 100 to 500 watts, with specified hours.

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RADIO AGAIN PLAYS ROLE IN SPANISH REVOLUTION

Just as history repeats itself, radio again served a highly important role in the latest Spanish revolution as it did during the previous uprising.

The first definite contact made by the State Department with Ambassador Claude G. Bowers was via radio telephone after fears had been expressed that the American envoy might have come to harm. Mr. Bowers was not in Madrid when the Fascist revolt started but in San Sebastian, where he has a Summer villa.

After several days of anxiety and unconfirmed rumors, Assistant Secretary of State, seated at his office in Washington, was relieved to hear Bowers' voice over a radiotelephone.

A State Department announcement, after describing the Ambassador's report on conditions in Spain, added:

"The Ambassador explained that he was unable to cross the (French) border to submit telegraphic reports, since all traffic, even in diplomatic cars, was closed, and that he was depending entirely on radio."

It was not the first experience of Ambassador Bowers with the radio as a means of direct communication during similar circumstances. During the previous uprising he had established diplomatic precedents by calling Secretary of State Hull directly on the radio telephone, instead of risking the loss of either message or life by sending a messenger to a telegraph office.

So impressed was Secretary Hull by the direct contact, during which he could hear gunfire on the streets of Madrid, that he had special equipment installed in his office with extra headphones so that his aides could listen in on important diplomatic conversations.

Although Ambassador Bowers could not be reached last week for several days by the State Department, Secretary Hull talked via radio telephone with Eric G. Wendelin, Third Secretary of the Embassy at Madrid, and so obtained first-hand reports of the danger confronting Americans in Spain.

Among the interested non-government observers of the status of communications to and from Spain during the rebellion was Col. Sosthenes Behn, President of the International Telephone and Telegraph Corporation, which owns a controlling interest in the Spanish National Telephone Company.

On July 28th, the I. T. & T. announced in New York that radio telegraph and cable communications with Spain had reached normal proportions again.

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SPONSORED NEWS COMMENTATORS RAPPED AS G.O.P. HIRES HARD

Coincident, though without connection, with the announcement by the Republican National Committee that William Hard, noted newspaper correspondent and commentator, had been hired to do a daily radio program, Editor & Publisher, in an editorial warned broadcasters of the effect that sponsored news broadcasts may have ultimately on their credibility.

The Republican National headquarters, in announcing the employment of Mr. Hard, said:

"No strings have been placed upon him, and indeed no instructions have been given him. The program is on the NBC-Blue network daily at 8:15 p.m. EST.

Commenting on the report that the Republican National Committee intended engaging noted radio news commentators, Editor & Publisher said:

"Presumably the Democratic National Committee will also marshal a squad of soothsayers to comb the news for omens auspicious to their cause. The commentators will be paid, their time on the air will be bought from the networks and stations, in addition to facilities for less eminent or eloquent spokesmen for the candidates. The Republican advertising expert "hopes' that some newspaper space can also be purchased.

"It is the old set-up with new trimmings. The dear public, which believes that radio news commentators perform the purely editorial function of interpreting the day's news in the light of yesterday and tomorrow, won't receive any engraved notice of the changed status. The same voice tones, suave or truculent, will glide from dateline to dateline, deftly slipping their politics between the layers of the news cake. If the listener holds on to the finish, he may learn that the program was sponsored not by Samson's Unbustable Shoelaces, but by one of the national committees. All that the sponsors hope is that he got a whiff of their little story. A couple of nights will do.

"Newspaper political columnists protested strongly and with justice against the Democratic charge that they were under sponsorship, or even approval, of the Republican organization. Their opinions were their own, and the fact that several of them were hostile to the Democrats did not warrant the slightest implication that they were, or hoped to be, in the pay of the G.O.P. If that were an establishable fact, they knew their field as newspaper writers was greatly narrowed.

"Are radio news commentators on another plane? If so, that fact ought to be made utterly clear, for the majority of radio listeners and newspaper readers believe that columnists and commentators are expressing their own opinions. If the radio

commentator is to be a honky-tonk phonograph, playing whatever tune the customer's nickel calls for, let that be known.

"If their views on politics are purchaseable, why should they be regarded as impartial and reliable on other topics? Who, it will be asked, is paying for a viewpoint on the Danzig controversy, the A. F. of L. schism, divergent views on banking, utility and security regulation, social security, O.A.R.P. or the million other perplexities of the 1936 picture?

"No matter how learned and unbiased their future expressions on any controversy, news, commentators who become propagandists for any political party should, and will, be suspected as 'ex-parte' advocates.

"The radio news interpreters have created a following by the sound of their voices, as much as by the philosophies they expound. Their appeal is made unconsciously through intonation, diction, mannerism, humor, irony, indignation, and ability to sustain a story. The nature of their task does not permit a departure from their normal paths into propaganda to be instantly recognized by the listener. It can't be labeled 'advertising' to be noted at a glance as on the printed page and valued accordingly. It is a subtle perversion of the news and editorial function that radio assumes to perform, and it would justify the distrust that has been often expressed of radio's strength as a medium of public information. To protect their goodwill with intelligent listeners, the rulers of broadcasting should head this scheme off before it starts. There is no health in it."

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FCC PACIFIES PURDUE AND NTC ON TELEVISION

Through a shifting of radio channels, the Federal Communications Commission has pacified two objectors to the recent order reallocating the experimental television channels.

Under the Commission's action, Purdue University may broadcast television on a frequency from 2,000 to 2,100 kilocycles, instead of its former 2,750 to 2,850 channel.

The National Television Corporation of New York may use the 2,000 to 2,100 band for field tests until September 15th, when a final decision on its application for permanent operation will be made.

Both Purdue and the NTC had protested against the proposed shift.

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SEC BARES CROSLEY AND RADIO CITY HOLDINGS

Holdings of 280,000 shares of Crosley Radio Corp. common stock, by two members of the family were revealed last week by the Securities and Exchange Commission, coincidental with disclosure that Rockefeller Center is largest inside stockowner in Radio Corp. of America.

Crosley's report, reflecting financial interests of officers and directors at the end of 1935, showed Powel Crosley, Jr., one of owners of more than 10% of the company's securities, holding 152,699 shares of common and Gwendolyn A. Crosley having 130,910 in her name. In addition, Lewis M. Crosley had 4,094 shares.

Other insiders in company which owns WLW, Cincinnati's 500 KW transmitter, held as follows: J. Augustus Barnard, New York, 1,000; James Heekin, Cincinnati, 218; Louise K. Kellogg, Cincinnati, 154; and Charles Sawyer, 1,104.

Investment of 15 officers and directors of RCA did not total much over one-quarter of the amount listed in name of Rockefeller Center, which was shown to be beneficial owner of more than 10% of the corporation. By virtue of the Center's investment, Midtown Development and John D. Rockefeller, Jr., also appeared as insiders with an interest in the concern. Other common holdings were:

Newton D. Baker, 10; Cornelius N. Bliss, 2,833; Arthur E. Braun, 19,532; Manton Davis, 50; George S. DeSousa, 100; Edward W. Harden, 1,000; David Sarnoff, 2,000; Otto S. Schairer, 47; James R. Sheffield, 1,190.

The Center accounted for 100,000 shares of 7% cumulative preferred A with remainder distributed as follows: Newton D. Baker, 10; Arthur E. Braun, 6,300; Bertram Cutler, 200; Lewis MacConnach, 50; Edward J. Nally, 10; Sheffield, James R., 400; and H. A. Sullivan, 50. The $5 cumulative B was held as follows: J. G. Harbord, 1,030; Lewis MacConnach, 54, Otto S. Schairer, 20, H. A. Sullivan 27.

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ROLE OF RADIO REPORTER AT OLYMPICS MADE EASY

The job of reporting via radio the gigantic Olympic Games is being made as easy as possible by the German Broadcasting Company, which is in charge of the greatest international broadcasting event yet attempted.

With the world listening in, the horde of announcers and sports authorities will be accorded every convenience at Berlin so that no time will be lost in transmission of the reports.

Explaining what it has done for the radio reporter, the German Broadcasting Company stated:

"To press and film the Olympic Games are not unknown territory. Los Angeles and Amsterdam - to name only the two last - afforded for both in organization and content a rich field of practical experience. Radio on the other hand underwent its baptism of fire - it was the first time in human history that an Olympiad was broadcast to the world - at Garmisch-Partenkirchen. On that occasion 37 reporters from 17 countries daily transmitted accounts of the Olympic Winter Games over the ether to all parts of the world. On the basis of the manifold experience gained at Garmisch-Partenkirchen, German Radio is facing the Summer Games, the requirements for which will far surpass those made by the Winter Games, thoroughly equipped both from the organizing and the technical point of view.

"What does that mean for the broadcaster who comes from other countries to report the games? Already before he sets out on his journey to Berlin he gets from his Olympic Committee an Olympia-Passport placing him for the first time on equal terms with the press representatives entitling him to special advantages in point of reduced fares, customs examination, etc., ensuring him access gratis at all times to every Olympic sports ground and place of contest, and securing him the use of the microphone provided for his service and - something for which no provision was made at Garmisch - his own special seating accomodation that will enable him - even when he is not actually broadcasting - to enjoy a full view of the contests concerning which he will have later to compose a report.

"Every broadcaster will find ready for him on his arrival at Berlin dwelling accommodation for the procuring of which the German National Broadcasting Company has made itself responsible, according to preference either in a hotel or in comfortable private quarters (with telephone, bath, etc.) This accommodation which is intended to serve him as a home throughout the Summer Games in which he can feel completely and comfortably at his ease after his hard work, is all situated in the immediate vicinity of Broadcasting House and the chief arenas of contest.

"Everything practicable has been done to render as easy as possible the work of these radio colleagues from abroad. From the time the Games open right up to the end of their stay at Berlin, there will be allocated so-called 'Radio Assistants', Germans able to speak the language of the one they are to help who will be constantly at their disposal and, be it in their preparations for the transmissions, or during the transmissions themselves - will in short be able to clear from their path all difficulties that owing to their unfamiliarity with the locality and other peculiarities of their foreign surroundings they may be likely to encounter.

"As far as is practicable reporters will be driven by car to the different points of contest, some of which are at considerable distances from each other. The car time-table will be fixed daily according to requirements.

"After the actual radio work of the day is over, too, the German National Broadcasting Company will be happy to assist its foreign reporter-colleagues further by furnishing any information wished for as to "What's on" and "What to See" in the national capital, and should they so desire, provide competent persons who will deem it a pleasure to afford them guidance and advice."

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INDUSTRY NOTES

The Columbia Broadcasting System has issued a brochure labelled "Two Reports on Leadership" in which it asserts: (1) "The Columbia Broadcasting System carried a greater dollar volume of advertising in the first six months of 1936 than any network carried in any other six months' period of radio history"; and (2) "By directed, audited measure Columbia has more listeners than any other network - in the 10 largest cities of the U.S., in the 13 cities where the three basic networks meet in direct local competition, in the 26 cities of the CBS basic network, in all the cities of the complete Columbia network."

The Federal Trade Commission has issued a complaint against Giacome LaGuardia, trading as Herba Medicinal Laboratory, 537 Broadway, New York City, charging him with misrepresenting the therapeutic value of the herb medicines he compounds and sells in interstate commerce. The respondent advertised by radio broadcasts and otherwise.

Also FTC has issued complaint against Hogan Advertising Co., trading as the Sendel Co., Kansas City, Mo., alleging unfair methods of competition in the sale of "Sendol", offered as a remedy for colds, headaches and painds. The respondent company sponsored representations and testimonials in newspapers, magazines, advertising literature, and radio broadcasts.

Also, Allegedly misrepresenting "Nacor" and "Nacor Kaps", as an effective remedy or cure for astham, the Nacor Medicine Co., a radio advertiser, Indianapolis, Ind., is respondent in a FTC complaint charing unfair competition in connection with the sale of such medicine.

Radio market reports on Hong Kong and Syria have been issued by the Electrical Division, Bureau of Foreign and Domestic Commerce, and are available at 25 cents each.

A report from Paris states that the Eighth International Radio Show (Radio, Photographic, Cinematographic, Phonographic Show) will be held at Lyons, France, from September 12 to 20, 1936. Details regarding the exhibition may be obtained from the organizers, the Professional Syndicate of Radio-electric Industries, Lyons.

The National Broadcasting Company has added another 100-watt station in the drive to strength its basic blue (WJZ) network. The outlet is WABY, Albany, N. Y., and makes the second transmitter of this wattage in the State that NBC has taken into the fold within two weeks. The other station is WEBR, Buffalo.

The eleventh contract for exclusive broadcasting privileges to Pacific Coast Conference football games has been signed by Harold Deal, advertising manager, Associated Oil Company. The contract covers 1936 grid contests. The oil company spent approximately $225,000 for sports broadcasts last year.

The Mutual Broadcasting System's total billings for June, 1936, for basic and supplementary stations was $104,509.92.

Ota Gygi has resigned as Vice-President of the Affiliated Broadcasting Company, and T. E. Quisenberry was elected to the vacancy at a meeting of the Board of Directors last Thursday. Mr. Gygi will remain in the service of the Company.

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FCC DELETES RULE RE EXTRA FIRST CLASS OPERATOR

The Telegraph Division of the Federal Communications Commission last week deleted Rule 421 and paragraph (1) of Rule 439 prescribing the qualifications and renewal requirements, respectively, for the commercial extra first class radio operator license, and amended paragraph (2) of Rule 439 by striking the word 'other' at the beginning of the first lineand substituting therefore the words 'All operators'. The Commission further ordered that existing licenses of this class will remain valid until expiration and when submitted for renewal will be considered as radio telegraph operator first class licenses bearing radiotelephone operator first class endorsements.

The commercial extra first class operator license and the radiotelegraph first class operator license bearing radiotelephone first class licenses endorsement are identical, with respect to the class of stations that may be operated by holders of these licenses. However, the requirements for renewal of the commercial extra first class operator licenses have been less stringent than those prescribed for the radio-telegraph and radiotelephone licenses. Therefore, the deletion of the rules in question will eliminate this inequality.

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SCHENCK BARGAINS FOR BRITISH TELEVISION RIGHTS

Basic television rights obtained by Britain's biggest film exhibiting organization were said by a well-informed British source last week to be the main issue in negotiations launched in New York between American and British interests, according to the Associated Press.

Joseph Schenck, Chairman of the Board of Twentieth Century-Fox an American concern, and Isadore Ostrer, President of the Gaumont-British Pictures Corporation, Ltd., are principals in a deal which Schenck has admitted is in process of negotiation.

Ostrer's organization, in which Twentieth Century-Fox already has a 49 percent interest is reported to have obtained a monopoly on the best television equipment in England and to have made a deal under which Radio Corporation of America will pay royalties for use of receiving sets here.

Since Ostrer's arrival from Hollywood, the only word that either he or Schenck have uttered for publication is a statement by the American that "negotiations are progressing smoothly."

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COURT DENIES WRIT FOR 20 RCA STRIKERS

Justice Frank T. Lloyd, sitting in the Supreme Court at Camden, N. J., July 25, denied applications for writs of habeas corpus made by twenty strikers and sympathizers, including Powers Hapgood, an organizer for the Committee for Industrial Organization, arrested in connection with RCA-Victor strike disorders. The court also denied applications for reduction in bail in all except three cases.

Meanwhile A. J. Isserman, counsel for the United Electrical and Radio Workers of America and the United Defense Committee, advised the American Civil Liberties Union that he would bring suit against the Camden police for false arrest on behalf of every one arrested unlawfully in the strike, which was terminated under a settlement agreement several days ago.

At the same time National Labor Relations Board representatives at a hearing proposed that a referendum should be conducted among the plant's employees on the payroll as of June 12 to permit them to determine their choice of a collective bargaining agency.

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HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF JULY 31, 1936.

FCC Postpones New Rules, Explains October 5 Hearing.....2

FCC Secretaryship Political Plum For Campaigning.....4
CBS Record Hints At Big Fall Trade For Broadcasters.....4
Soviet Engineers Build First Auto Radio.....4

Dutch Company Reports On Television.....5

6210 Kc. Available For Itinerant Aircraft.....6
U. S. To Broadcast "Tone" For Musicians.....6

Pioneer Radio Expert Retires From Navy.....7

Spanish Radio Stations Conduct Propaganda War.....8
Austria Requires License On Auto Radio Imports.....8

Briefs.....9

Television, Radio To Aid School of Tomorrow.....10

U. S. Gets Trade Inquiry For Auto Radios.....11
CBS Places Fellows In Charge Of WEEI.....11
Hanson To Study Radio In Europe For NBC.....11

Radio Gains In Argentina Exchange Plan.....12
Public Officials Double Time On NBC.....12

No. 949

FCC POSTPONES NEW RULES, EXPLAINS OCTOBER 5 HEARING

The Federal Communications Commission this week postponed the whole question of reallocations in the ultra-high frequencies, together with the effective date of new rules governing relay, international, visual, high frequency, experimental, and rebroadcasting until September 15th.

Simultaneously the FCC issued a memorandum answering inquiries with respect to "ultimate consequences" of the broadcast band hearing scheduled to begin October 5th.

The postponement of the effective dates of the rules governing the special services from August 1, the FCC explained, was ordered so that full consideration may be given suggestions submitted by licensees.

The only outspoken objectors to the proposed new rules, however, have been Purdue University and the National Television Corporation, of New York, both of whom complained against the provision that would shift their television experiments from present medium waves to the ultra-high frequencies.

Discussing the October 5th hearing the FCC said:

"In order that the industry may thoroughly understand the situation, it is believed they should be informed that the evidence given at the October 5th hearing will form a basis for such changes which may be shown to be desirable in the existing regulations of the Commission with respect to broadcasting allocations, engineering requirements or standards.

"With respect to the foregoing, the industry may recall that the Commission has approved the following procedure as a basis for attacking the solution of the problems confronting the public, the Commission and the industry:

"1. In new allocations or in reallocations of radio frequencies to services or to stations within services, proceed on the basis of 'evolution, experimentation and voluntary action' rather than by radical and enforced costly changes. Modifications which do not involve large expenditures or are necessary requirements to keep abreast of the technical art should be accomplished.

"2. Encourage communication development along specific lines as may be indicated from time to time from accumulated data and from evidence secured from such informal engineering meetings as may be necessary to facilitate progress in detail.

"3. Direct Engineering and other interested Departments to prepare modification of existing regulations pertaining to frequencies for various classes of broadcast stations between 550 and 1600 kc in such a manner that they are sufficiently flexible to permit the adaptation of new technical developments and allocation principles which, upon proper showing at hearings, indicate that a needed improvement in service will result.

"At the June 15th hearing, at which was considered the broader aspects of the allocation of the entire spectrum to various services, the Commission pursued the policy of cooperation with the industry in solving the basic radio problems confronting the nation. There is no contemplated change in policy in this respect on the part of the Commission with reference to the October 5th broadcast hearing.

"As is well known in the industry, the existing practical allocations depart somewhat from the empirical standards which became the basis of the regulations in 1928, and which have not been changed since that date. It is believed that at least one of the outcomes of the October 5th hearing will be to modify the regulations so that they will conform to the actual practice of today.

"As is also well known to the industry, there are many proponents for high power stations, as well as many who oppose such increases in power. There are also many who desire horizontal power increases for regional stations, and there are certain uneconomic situations which exist, such as those experienced by stations sharing time. In addition, the repeal of the Davis Amendment has removed certain limitations upon the engineering solution of the radio problem.

"Some of the schools of thought affect the entire allocation system, and some of the proposals will have advantages as well as disadvantages. Therefore, it is felt that prior to any basic decision on the part of the Commission to change or not to change its regulations, the entire industry should have an opportunity to come before the Commission in an informal public discussion of the existing broadcasting problems, as well as to determine the merits of any proposals for changes in the principles of allocation.

"It is felt that the hearing on October 5th will afford the Commission and the industry the opportunity to cooperation in an open manner toward a logical solution of the existing broadcast problems confronting the nation."

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FCC SECRETARYSHIP POLITICAL PLUM FOR CAMPAIGNING

All talk of new candidates and the date of appointment of a new secretary for the Federal Communications Commission has died down in Washington, and reports are that the job is being held open as a reward for energetic political activity during the presidential campaign.

Like many other well-paying Federal posts throughout the Government, the FCC secretaryship is expected to be filled around election time by a deserving Democrat who has worked hard for the New Deal.

The $7,500 job was vacated by Herbert L. Pettey on May 1st, and since that time John B. Reynolds, Assistant Secretary, has been acting secretary. Incidentally, should the Republicans win in November, Mr. Reynolds probably would get the post.

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CBS RECORD HINTS AT BIG FALL TRADE FOR BROADCASTERS

Although the Summer still has a few weeks to run, broadcasters are already preparing for Fall and Winter operations just like milady who in August starts buying a Fall wardrobe.

All indications are that new records will be established in Fall business for broadcasters despite the uncertainty that customarily precedes a presidential election.

The Columbia Broadcasting System this week revealed the trend in announcing that within a week it had signed seven new sponsors, representing the largest amount of new business ever acquired within an equal amount of time. The seven new advertisers are taking 7¾ hours. They bring the total of CBS Fall accounts to 22.

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SOVIET ENGINEERS BUILD FIRST AUTO RADIO

Engineers at the Orjonikidze Works have constructed the first Soviet automobile radio receiving set, which is now being tested. The set, which is to be installed in the automobile "SIS-101" is a 5 valve super-heterodyne. It is built in a metal case and is worked from the chauffeur's cabin. The valves are fed from the automobile accumulators. A special transformer makes it possible to change the power of the current from 6 to 250 volts.

While running, the automobile, through its set, will be able to pick up both Soviet and foreign stations.

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DUTCH COMPANY REPORTS ON TELEVISION

The Philips Company at Eindhoven, Holland, has just published details of its experimental high-definition television equipment employing a screen of 405 lines with interlaced scanning, according to World-Radio, organ of the British Broadcasting Corporation.

The report stresses the likelihood that a television receiving set will be, at least for a long time to come, a piece of relatively expensive apparatus, and in view of this, ordinary sound broadcasting and its very much simpler receiving sets will not become obsolete because of the advent of television.

Some months ago the Philips Company arranged demonstrations of high-definition television, using 180 lines. This number proved not sufficient for the transmission of scenes where several persons are visible. The larger the picture and the greater the amount of detail it contains, the more apparent are the deficiencies of the 180-line screen. If, for instance, the head of a person occupies one-twentieth of the height of the picture - a common circumstance when a group of persons is being televised - only nine picture lines are available to provide recognisable detail.

For practical reasons, it is not possible indefinitely to increase the number of lines per picture. At the present moment and with apparatus at present available, it is, however, possible to transmit as many as 405 lines and to employ the so-called interlaced method of scanning to avoid the unpleasant effects of flicker.

The Philips Company has concentrated on the development of the iconoscope camera, which has a great advantage over mechanical means of scanning in that the tiny condensers formed by the mosaic elements and the back plate have a retentive capacity. After each discharge a certain amount of time is given to each cell to charge up again. This makes the iconoscope very much more sensitive than any means employing a Nipkow disc, in which light is admitted only for the brief time in which the scanning ray passes.

Philips claim that the sensitivity of its conoscope is approximately equal to that of ordinary cinematograph film.

The Eindhoven transmitter serves exclusively for experimental purposes and that it has therefore only a small aerial power. It operates on a wavelength of 7 metres and there is a second transmitter for the accompanying sound. The aerial power is roughly 500 watts. The receiving sets used employ a cathode-ray tube after a superhet. receiver. The sound receiver has been so designed that it can also be used on ordinary broadcast wavelengths. A special advantage of the philips receiver is a novel system of synchronisation which keeps the picture perfectly steady. The firm claims that this effect is due to the result of special research at Eindhoven in connection with relaxation oscillations.

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6210 KC. AVAILABLE FOR ITINERANT AIRCRAFT

The Federal Communications Commission this week made available the frequency of 6210 kilocycles for use by itinerant aircraft on a day only basis primarily for the purpose of communicating with stations of the Department of Commerce under circumstances in which the use of the frequencies 3105 and 3120 kilocycles is impracticable. In connection with this allocation it was pointed out that the Department of Commerce does not maintain a listening watch on this frequency and communication can only be established by previous arrangements.

The Federal Communications Commission also stated that provision of facilities for communication on 6210 kc. is not to be considered as a substitute for provisions for communication on 3105 kc. This allocation is not to be construed in any manner as relieving any stations from guarding 3105 kc. where now required or any aircraft from providing facilities for communication on 3105 kilocycles where now required.

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U. S. TO BROADCAST "TONE" FOR MUSICIANS

At the request of a number of musical organizations, the U. S. Bureau of Standards has arranged a test radio broadcast of the musician's standard "A" tone of 440 cycles per second. The broadcast is intended for reception by musicians' musical instrument manufacturers, piano tuners, and others having need for an accurate standard of pitch. The standard A pitch will be broadcast simultaneously on frequencies of 5,000, 10,000 and 15,000 kilocycles per second. The older broadcast radio receivers will not receive these frequencies, but most of the more recent sets and the "short-wave" or "all-wave" receivers will. The standard pitch will be broadcast continuously day and night for 2 weeks August 29 to September 12 inclusive, except from noon to 3:30 p.m., EST, on Tuesdays, Wednesdays, and Fridays, using a low-power transmitting set.

Depending upon the results of the 2 weeks' test, the Bureau may later arrange for regular broadcasting of the standard pitch. Persons desiring this service are requested to listen in during these tests and to write the Bureau, reporting on the reception and expressing their ideas on the usefulness of such broadcasts. More specific information about the test broadcasts may be obtained by writing to the Radio Section of the National Bureau of Standards, Washington, D. C.

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PIONEER RADIO EXPERT RETIRES FROM NAVY

The Navy lost one of its pioneer electricians and radio communications experts this week when 62-year old John W. Scanlin, of Washington, D. C., retired after almost 45 years of service.

One of the first men in the Navy to gain a chief electrician's rating, Mr. Scanlin was in charge of its naval radio station at Arlington, Va., when it was constructed in 1912. He installed the first permanent electrical system on a battleship, the first arc apparatus to be used by the Navy and set up the equipment that enabled the Army to maintain communication with United States ships at Vera Cruz during the Mexican punitive expedition in 1916.

Born in South Ardmore, Pa., on July 29, 1874, Mr. Scanlin enlisted in the Navy in 1891. When the Spanish-American War broke out and the then unprecedented extent of United States Navy maneuvers demanded improved systems of communication, Mr. Scanlin was one of the men chosen as chief electrician - the first in the history of the Navy.

It was not until 1903 that the office of Naval Communications was established. Mr. Scanlin was brought in from the fleet to serve in the newly organized office. For a year he journeyed between Washington and Annapolis testing the various types of apparatus that were submitted by American and European manufacturers. When these tests were completed Mr. Scanlin was chosen to make the first permanent installation on a battleship.

He continued as one of the Navy's pioneers in the radio field, being in charge of the testing of the equipment. In 1911, he was assigned to the Bureau of Engineering for duty in the Naval Laboratory of the Bureau of Standards. The following year he became electrician in charge of the Naval Radio Station being built in Arlington.

Mr. Scanlin carried on all the tests at the station until regular schedules were established. At the time the Arlington radio station was the only high-powered station in the country

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A favorable report on the application of the Tulare-Kings Counties Radio Associates, Visalia, Cal., for a construction permit to build and operate a station on 1190 kc., with 250 watts, daytime, was filed with the Federal Communications Commission this week by Examiner R. H. Hyde.

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SPANISH RADIO STATIONS CONDUCT PROPAGANDA WAR

In the absence of definite news from the various battlefronts, a bloodless radio propaganda war is being conducted in Spain, according to a correspondent of the New York Times. From Madrid the government is broadcasting its news reports by long wave and these are being relayed from Barcelona, Valencia and other long-wave stations to sectors of the country where forces loyal to the government are in control.

"The Madrid government also has at its disposal the powerful and widely circulated press in the capital and Barelona to disseminate information on what is happening in Spain", he wrote.

"On the other hand, the rebel military forces in Seville, Cordoba, Cadiz, Spanish Morocco and the Canary Islands, as well as in the Northern Spanish towns of Burgos, Valladolid and Saragossa are transmitting on short-wave amateur stations the most extravagant claims of successes everywhere.

"The United States Embassy has been drawn into this radio war. One rebel broadcasting station announced several days ago that the Embassy was communicating to Washington by telephone via Paris 'the only reliable information about what is happening in Spain.' Later the same station falsely announced:

"'The United States Embassy had advised Washington that Madrid has food only enough to last two days and that the water supply may be cut off at any moment. Anarchy reigns in the capital and urgent steps must be taken to evacuate American citizens.'

"These false announcements were promptly denied by Embassy officials in communications to Washington sent by telephone through the United States Embassy in Paris."

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AUSTRIA REQUIRES LICENSE ON AUTO RADIO IMPORTS

Firms importing automobiles with built-in radio apparatus in Austria must pay a license fee of 50 schillings to Siemens and Halske A.G., the firm which holds the manufacturing license for radio apparatus in Austria, according to a Consular report to the Department of Commerce. Upon payment of this fee, Siemens & Halske will furnish a license plate for the set. The deliberate infringement on this patent right will be heavily fined. Besides the license fee, the owner of an auto radio has to pay a monthly subscription of two schillings to the Austrian Broadcasting Company "RAVAG".

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BRIEFS

Statistics compiled by the Radio Manufacturers' Association of Canada reveal that total dealer sales of radio receiving sets in May 9,908 units valued at $768,478, increased 22 per cent in Number and 12 percent in value over April. In comparison with the same month of last year, a 53 percent increase in number and a 47 percent increase in value are shown.

The Federal Trade Commission announces that General Mills, Inc., Minneapolis, selling a cereal designated "Wheaties", has been ordered to cease advertising that the whole wheat from which "Wheaties" is made contains almost twice the body-building protein of corn. The respondent corporation admits, the FTC said, that in radio broadcasts advertising "Wheaties", certain characters impersonated and referred to are fictitious persons. In this connection the respondent corporation stipulates that it will stop representing that any of the proceeds from the sale of "Wheaties" is used to defray the costs of an operation or medical attention for a fictitious person named in a broadcast, or that any such operation or medical attention is dependent upon the sale of "Wheaties".

The Federal Communications this week issued mimeographed copies of the text of the report adopted by the I.C C. Standing Committee on International Telegraph Service at its meeting May 29 in Paris and approved June 26 by the I.C.C. Council. It will be considered at the meeting of the International Telegraph Consulting Committee in Warsaw in October.

It is reported that at Grove Park, Denmark Hill, England, three 100 ft. radio masts are being erected by the Post Office for the new Scotland Yard radio station, which will enable communication to be maintained with the police over a distance of 40 to 50 miles from London and will, in addition, play a part in the Home Office scheme for regional police stations.

An indication of how the radio industry has grown is afforded by the sharp rise in the amount of electric current consumed by radios. Last year, 1,537,000,000 kilowatt hours were consumed. In 1929, the amount was 342,000,000 kilowatt hours - less than a fourth as much. In 1926, consumption totalled only 9,000 kilowatt hours.

The first practical radio telephone commercial service in the world was the circuit established between Catalina Island and Los Angeles, Frank Andrews, commentator on KFI, Los Angeles, recalls. It was opened to the Public July 16, 1920. This started radio telephone service round the world, and today over 31,000,000 telephones throughout the world, including your own home phone, are linked in a network so you can place a call to Batavia, Java, 8600 miles across the Pacific, Cape Town, Africa, London, Manila, Tokyo and many other points in all parts of the world.

The total number of registered radio listeners in Germany on May 1, 1936, was 7,599,252, or 15,411 listeners more than a month ago. Of these, 579,153 did not have to pay the monthly radio fee.

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TELEVISION, RADIO TO AID SCHOOL OF TOMORROW

Marionettes and puppets, radios and phonographs, television and talking pictures, musicals and dramas, vacations and shorter class periods - all will play a major role in the school of tomorrow.

Such was the picture painted last week by Dr. William H. Bristow, General Secretary of the National Congress of Parents and Teachers, in an address on "Visual Education", given before the Maryland Parent-Teacher Congress, in session at College Park, Maryland.

"Both children and adults are more interested in the realistic and concrete than in the abstract and symbolic", he said. "Visual-sensory aids are vital to successful teaching and learning because they furnish this concrete element necessary to effective understanding."

Dr. Bristow said the visual-sensory aids would increase initial learning, effect economy of time in learning, increase permanence of learning and aid in teaching difficult principles.

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U. S. GETS TRADE INQUIRY FOR AUTO RADIOS

A British firm has requested assistance in contacting an American manufacturer of automobile radio sets. The inquiry indicates that the firm - which is described as "important" - is fully cognizant of the patent situation, and confident that there will be no interference. The name and address of this firm will be furnished American companies specifying No. 46968. A Sales Information Report may be obtained from the Commercial Intelligence Division (Bureau of Foreign and Domestic Commerce), for 25 cents.

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CBS PLACES FELLOWS IN CHARGE OF WEEI

The Columbia Broadcasting System this week announced the appointment of Harold E. Fellows as President and General Manager of the WEEI Broadcasting Corporation, subsidiary through which CBS will operate WEEI, Boston, beginning August 16th. Mr. Fellows has been Commercial Manager of WEEI since 1932, and has been directly associated with the advertising business for the past 20 years. He organized for the Harry M. Frost Company the first complete agency-radio activity in Boston, and subsequently organized the radio department of the Greenleaf Company.

Mr. Fellows will, within the general limitations of CBS policies, have complete authority in the operation of Station WEEI. The Edison Electric Illuminating Company of Boston is leasor of the station to the Columbia network.

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HANSON TO STUDY RADIO IN EUROPE FOR NBS

O. B. Hanson, Chief Engineer of the National Broadcasting Company, sailed for Europe last week to study the operating technique and engineering systems of the major broadcasting companies in Germany, Holland and England.

The Chief NBC Engineer plans to spend five weeks touring Europe, observing the changes in European systems of broadcasting since his last visit, five years ago. Hanson has been planning a trip to the continent for several years but his extensive work in planning NBC Radio City studios, the NBC studios in Chicago and the new NBC studios in Hollywood has postponed his sailing several times. He has been Chief Engineer of NBC since its inception in 1926.

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RADIO GAINS IN ARGENTINA EXCHANGE PLAN

Radio receiving tubes and certain radio material and accessories are among the items to benefit by a recent announcement from the Argentine Ministry of Finance, which amplifies the present regulations in granting favorable exchange to an additional list of American merchandise, according to the Commerce Department.

The above American products were formerly denied "prior import permits", which made it necessary for such imports to be financed by the less favorable "free" exchange rate. In the latter case there existed an accompanying surcharge, which increased the difference between "official" and "free" exchange to 20 percent, thereby raising the cost considerably. Under the new regulations, radio tubes and material will, whenever possible be accorded "prior import permits", thus enabling them to be imported at the more favorable "official" exchange rate.

The new concessions will apply to ordinary radio receiving tubes and to miscellaneous radio material and accessories, excluding such items as loud speakers, and complete receiving sets. It is anticipated that such a development will result in increased imports, and that the United States will maintain and probably increase its already dominant position in the market. In 1934, for instance, imports of radio reception tubes amounted to 1,628,558 units, of which 1,409,987 were of American origin. For the same year, imports of miscellaneous radio material was valued at 2,721,198 pesos, of which the American share was 1,919,952 pesos. Imports for 1935 included 1,492,126 receiving tubes valued at 2,712,954 pesos, and miscellaneous radio material valued at 2,571,936 pesos. Information as to country of origin is not yet available.

There is a well established radio manufacturing industry in Argentina, but it still depends to a great extent on foreign sources for tubes and certain other material.

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PUBLIC OFFICIALS DOUBLE TIME ON NBC

More than twice as many Federal officials, both Republican and Democratic, spoke over National Broadcasting Company networks during the month of June, 1936, than in the corresponding month a year ago, according to program figures released July 29th at Radio City, New York. This increase was paralleled in the field of special events which claimed a total of 6.1 per cent of all NBC program time. In this particular field, the increase, which has been in evidence since the first of the year which, according to NBC officials, was dictated by a corresponding growth in listener interest in such programs.

NBC officials pointed out that the increase in broadcasts by Federal officials doubtless was due to the quickened public interest in politics during a presidential campaign year. In addition, program statistics show 25 hours and 13 minutes of radio time was given to the Republican National Convention, with the Democratic conclave using 34 hours and 16 minutes.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF AUGUST 4, 1936

Warner Returns To ASCAP As Broadcasters Profit.....2

No Television Campaign Before 1944, Says McDonald.....4
CBS To Add Two Montana Stations.....4

Advertising Expert Calls Radio Sponsors Permanent.....5

Regional Broadcasters Organize In Chicago.....6
Crystal Sets Urged For Emergency Reception.....6

Prall Announces Reductions In Phone Rates.....8
NBC Fan Mail Breaks Five Records.....8

British Malaya Good Radio Mart For U. S.....9

Electrical Goods Sales Hit New High In 1936.....11

RCA Sponsors 4-H Club Program.....12
NBC Figures How Much Power It Has Used.....12

No. 950

August 4, 1936

WARNER RETURNS TO ASCAP AS BROADCASTERS PROFIT

Terminating six hectic months of operating independently in the music copyright field, the Warner Brothers music publishing subsidiaries on August 3rd returned to the fold of the American Society of Authors, Composers, and Publishers.

Again presenting a solid front in music copyright control, the ASCAP Board of Directors readmitted the W-B subsidiaries at a meeting in New York following negotiations between E. C. Mills, General Manager of the Society, and Warner Brothers executives.

The action will be immediately beneficial to broadcasters although its ultimate effect on the strained relations between copyright owners and the radio industry is conjectural.

Thousands of musical compositions barred from the major networks and the majority of radio stations by W-B control will again be available to all holders of ASCAP licenses and at no extra cost. Some 200 infringement suits, asking $4,000,000 in damages, will be withdrawn, and the confusion that has prevailed for the last six months over copyright ownership of hundreds of compositions will subside.

The terms under which Warner Brothers returned to ASCAP could not be learned immediately, though broadcasters were inclined to believe that the W-B subsidiaries were glad to get back into the Society because of its failure to collect the revenue it anticipated from direct negotiations with radio stations.

Although no official list of Warner licenses was ever released, it is understood that approximately 180 stations had signed the separate contracts.

Warner Brothers, it is understood, will receive no additional percentage of the revenue from ASCAP and will lose its share of the Society's revenue for the seven months it was acting independently. The W-B houses, however, will retain their seniority in the organization, according to Mr. Mills and will continue as members "as though this thing had never happened."

"We have buried the hatchet", he said, "for the good of the music industry and the people who listen to music. The vote on the reinstatement resolution was unanimous."

The Warner Brothers companies contended they controlled between 25 and 40 percent of the music licensed through ASCAP before the break on January 1st last. Hence, when ASCAP collected more than $3,000,000 in royalties last year, Warner Brothers complained because it got only about a tenth of that amount as its share.

Withdrawal of the W-B companies from the Society created a chaos in broadcasting circles because of the uncertainty of control of many music copyrights. Many stations found themselves defendants in infringement suits before they realized that they were broadcasting music not in the ASCAP catalogues.

The major networks persisted in their refusal to sign W-B contracts and so weakened the revolt. Their popular musical programs, however, were noticeably monotonous on account of the repetition of numbers.

Broadcasters who have signed five-year contracts with ASCAP for a period ending December 31, 1940, will now have a larger supply of music available than when the new contracts became effective the first of the year. And, it is believed, ASCAP will not be able to raise the assessment from the sustaining fee plus 5 percent of commercial revenues during the life of the present contracts.

It is too early to hazard a guess as to whether ASCAP will raise the fees in 1940.

Whether Warner Brothers will make rebates to the 180 stations it has collected separate royalties from during the last seven months is not known at this stage.

The W-B subsidiaries which were reinstated by the ASCAP Board are Harms, Inc., T. B. Harms Co., New World Music Corporation, Victoria Publishing Company, M. Witmark & Sons, Remick Music Corporation, and Shubert Music Publishing Company.

Included in the catalogues of these W-B affiliates are works of such composers as George Gershwin, Sigmund Romberg, Jerome Kern, and Otto Harbach.

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NO TELEVISION CAMPAIGN BEFORE 1944, SAYS McDONALD

While the two major presidential candidates and lesser political aspirants are making greater use of the radio this year than in any previous national political campgian, it will be at least 1944 before voters will be able to see the faces of the party nominess as they speak, in the opinion of Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, of Chicago.

"Deprived of the potency of histrionic gestures, stripped of the accomplished orator's tricks of facial expression, unable to influence their public by the 'cut of their jibs'," he said, "the qualities of the speakers will actually rearrange themselves before the microphone according to the values of those things which are left in the voice alone. It becomes a question of how much of the magic of his personality, the speaker can pack into his voice. Thus, radio itself assumes the position of an influencing factor in the campaign - a factor of no mean proportions. Here, indeed, is a field for imaginistic speculation.

"Television will finally bring a new alignment of the elements now projected into the home. Yet, too many adverse factors, especially on the broadcasting end still stand in the way of the imminent practicality of the much discussed and much heralded home television. So, for a visual preview of the presidential aspirants, I fear we must still depend upon public gathering places."

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CBS TO ADD TWO MONTANA STATIONS

The list of stations affiliated with the Columbia Broadcasting System - world's largest single network - will be increased to 105 next Sunday when KFBB, Great Falls, Mont., and KGVO, Missoula, Mont., join the network. They are the first CBS outlets in Montana.

Under tentative plans, Senator Wheeler (D.) will deliver an address from the Great Falls station on the occasion. There will be a dedicatory program from New York as well as originations at both of the new network stations.

KFBB, managed by Mrs. Jesse Jacobsen, has been completely modernized coincident with its network debut. It has been on the air since 1922 and operates with 1000 watts night and 2500 day. The Missoula station has been on the air since January, 1931, and is owned and managed by A. J. Mosby. The station operates with 1000 watts and two years ago moved into new studios and offices.

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ADVERTISING EXPERT CALLS RADIO SPONSORS PERMANENT

Radio advertising in this country is here to stay, H. B. LeQuatte, President of the Advertising Club of New York and the Churchill-Hall advertising agency, declared in a recent interview over WNYC with John Black, author and associated with the McGraw-Hill Publishing Co.

In reply to Mr. Black's question about the elimination of advertising from radio as the British do, Mr. LeQuatte said:

"Tune in on the British programs. See whether or not you would exchange for ours. Remember, too, that you pay two dollars a year tax on your radio in Great Britain. Our method of building radio on the basis that will build a publication seems more sound.

"If it were not for the advertising your 5¢ publication would cost 35¢. Your daily paper would cost 12¢. Your radio program would carry a tax - would cost you the price of the best theatre seat. I question whether they would have the quality they possess now.

"When I tell you that almost 176 million dollars was invested in radio advertising in the year 1935, you will appreciate that manufacturers know that it is doing the expected job for them.

"Now for your question, 'What do I think of radio advertising as a listener?' Quite frankly, some of it bores me to the point where I tune it out, and some of it is as entertaining as the program itself. Having talked with several dozen listeners in the last few days, I believe my reaction is typical."

Black: "Do you favor commercial programs which combine advertising with entertainment, or those in which sales appeal is limited, say, to the beginning and the end?"

LeQuatte: "There is no set rule to follow. The product and the program will determine where the product mention can best be inserted. That may be at the beginning, and the end, or it may be combined. The important thought to keep in mind is that the listener wants a program and not a sales talk."

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The Government of the Venezuelan Federal District announced in the newspapers a short time ago that the sum of Bs. 5,375.80, corresponding at the rate of 3.93 to $1,366.36, had been credited to the Police Corps of Caracas for the purchase of radio broadcasting equipment. The police radio is to be purchased from an American concern and will consist of a set of 100 watts power, with accessories and supplies as specified in the contract signed with the Compania Bauer.

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REGIONAL BROADCASTERS ORGANIZE IN CHICAGO

Organized for the purpose of improving broadcast service to rural and urban public, the National Association of Regional Broadcasting stations was formed last week at Chicago at a meeting of regional broadcasting stations of the United States.

John Shepard, 3d, WNAC, Boston, was elected Chairman and Treasurer of the Executive Committee. Other members are: Edgar L. Brill, WMBD, Peoria, Ill.; Walter J. Damm, WTMJ, Milwaukee Journal; John J. Gillin, Jr., WOW, Omaha; Herbert L. Pettey, WHN, New York; Hoyt Wooten, WREC, Memphis, and W. J. Scripps, WWJ, Detroit.

In order that stations throughout the country may keep in close contact with the association, the following regional chairmen were appointed:

1st Zone - Thomas Lyons, WCAO, Baltimore; 2nd Zone - J. H. Ryan, WPSD, Toledo; 3rd Zone - Henry W. Slavick, WMC, Memphis; 4th Zone - Dean Fitzer, WDAF, Kansas City Star; 5th Zone - Gerald King, KFWB, Los Angeles.

Activites of the Association are to be financed under a plan calling for payment by each station of four times the highest national quarter-hour rate, payable September 1st. All stations operating as regional frequencies are eligible for membership.

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CRYSTAL SETS URGED FOR EMERGENCY RECEPTION

While the 1937 all-wave radio receiver is a far cry from the old headphone set of a decade or so ago, there still might be a use for the crystal receiver.

A correspondent of World-Radio, British Broadcasting Corporation organ, suggests their revival for emergency reception.

"The recent disastrous floods in America have called attention to the fact that, owing to the present popularity of the all-mains receiver, the majority of listeners both in the United States and in this country are today dependent on a public service for their radio reception", he wrote. "The absence of any means of electric power would thus bring about a position which might mean, that, in the case of a national catastrophe, such as a widespread flood or even a general strike, very many listeners would be unable to use their receivers for the reception of any news which might have an important bearing on the situation. News bulletins, broadcast at intervals, and

and which might do much to reassure an anxious public in times of crisis, would be unreceivable if the electric mains supplies were cut off.

"Even battery receivers are to some extent dependent on a public electricity supply for the charging of the accumulator, but national catastrophes, whether concerned with strikes or weather, do not as a rule extend over any lengthy period of time, and for short spells of service the battery receiver can be completely independent of any outside source of power. The crystal receiver set is, of course, the only practical form of receiver available today which is entirely independent of any outside source of power and which will give practically unending service without any attention whatsoever.

An American friend of the writer, whose home is situated near the centre of the recent floods area (Pennsylvania) describes how he salvaged a very ancient crystal set from the attic and after a general clean-up, was surprised to find that it would work reasonably well and afford good reception from KDKA. He was without any form of public electricity supply for several days, and he comments on the fact that practically the only people who were able to keep in touch with the news via radio were the owners of crystal sets and car-radio receivers. A car radio is not a very economical affair when the car is not in use, and the idea of running the engine in order to keep the battery charged to meet the demand of the radio set would not be wildly popular!

"There is thus plenty to be said for the acquisition of a crystal receiver, and although we are not, fortunately, subject to sudden emergencies in this country, it can be seen that a receiver of this type might prove very useful, not only on such occasions as those described, but as a stand-by receiver for use when the main receiver is out of action on any occasion.

"Those listeners who, perhaps vaguely, remember their past experiences of crystal reception would probably be rather surprised at the improved signal strength available today owing to the increased power of so many of the broadcasting stations. On the other hand, listeners living in towns where a relay station was formerly in operation, would probably find a slight decrease in signal strength today, when using a crystal set for reception.

"There is, of course, always the possibility that the transmitter itself may be out of action, thus rendering even a crystal set useless. But apart from actual damage by storm or floods, most transmitters have an emergency power supply available."

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PRALL ANNOUNCES REDUCTIONS IN PHONE RATES

Chairman Anning S. Prall of the Federal Communications Commission announced August 1st the receipt of revisions of the interstate telephone message toll tariffs to be effective on September 1st which were filed by the American Telephone and Telegraph Company. These new tariffs provide for a considerable reduction in long distance rates (over 234 miles) and amount to as much as 18% on transcontinental messages.

The ordinary day rate and the cheaper night and Sunday rate are both reduced; for example, the new daytime rates for the initial three minute period from New York to Chicago and New York to San Francisco will be $2.50 and $7.50 respectively, instead of $3.00 and $9.00 as at present. The night and Sunday rate between New York and Chicago will be reduced from $1.65 to $1.45, while the San Francisco rate will be cut from $5.50 to $4.50. Charges on person-to-person calls will also be lower, giving the public the benefit of substantial reductions. In addition, overtime charges on person-to-person calls are revised, on calls over six minutes duration to the same rates as for station-to-station calls.

Most of the associated Bell System companies are planning revisions in their intrastate charges for message toll service. The Telephone Company has estimated that the total saving to the American public will be in excess of $7,000,000 annually.

Chairman Prall said that he felt the American people should be congratulated on the lower rates which are in prospect. Although the new rates have been filed voluntarily by the telephone company, Chairman Prall is convinced that these reductions are an immediate result of the work of the Commission in investigating the American Telephone and Telegraph Company and in regulating the vast telephone industry. Without question, these reductions in telephone charges reflect the improved conditions in general business, which have become increasingly evident in every part of the country.

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NBC FAN MAIL BREAKS FIVE RECORDS

Five new all-time records for the number of fan letters received by the National Broadcasting Company from radio listeners were established during the first six months of 1936, according to figures released at NBC headquarters in Radio City, New York. As a considerable portion of the audience mail was written in response to offers made by commercial sponsors, with cash purchases required, NBC officials declared that the new mail records are a decided indication of a general business up-swing.

An interesting sidelight on the mail increase is the fact that an average of three persons out of every 100 in the country wrote to NBC between January and June, 1936. Following are the five new records:

Best first six months in NBC history - 4,006,517 letters received, as compared to the previous high of 3,357,543 for the corresponding period in 1932.

Best month of March in NBC history - 1,015,685 letters received, as compared to the previous high of 788,685 for March of 1932.

Best month of April in NBC history - 898,265 letters received, as compared to the previous high of 620,839 for April of 1934.

Best month of June in NBC history - 560,551 letters received, as compared to the previous high of 292,897 for June of 1934.

Best single month in NBC history (March, 1936) - 1,015,372 letters received, as compared to the previous high of 824,103 in January of 1934.

The NBC figures showed that 88 per cent of the mail received over the six-months period was written as a result of daytime programs, heard over both coast-to-coast NBC networks. The stupendous total of 4,006,517 mail responses shows a steep rise from the total of 290,870 for the first six months of 1927, the year after NBC was founded.

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BRITISH MALAYA GOOD RADIO MART FOR U. S.

The markets for radio receiving sets in British Malaya are showing rapid development and the possibilities of increased sales during the next 3 or 4 years are worth looking into, especially by those manufacturers who adapt their sets to withstand tropical climatic conditions, according to U. S. Trade Commissioner Harold D. Robinson, stationed at Singapore.

Official statistics show the number of broadcast listener's licenses in force at the end of 1934 were 1,700, which increased to 3,800 at the close of the year 1935. A recent letter from the Director General of Posts and Telegraphs advised that the licenses in effect on May 18 totaled 4,628. A portion probably between 10 and 30 percent of the sets in use are not licensed.

"The development of radio had taken place in spite of the fact that listeners have been almost entirely dependent on short wave receptions from other countries, as local broadcasting has been confined to amateur stations", he said. "The new stations now under construction in Singapore is expected to start programs toward the end of the year. It is hoped that the small Singapore station is just the forerunner of the radio broadcasting in British Malaya. The cities of Penang, Kuala Lumpur, and Ipoh are expected to build stations within a year or two.

"American manufacturers of radio receiving sets and radio equipment should continue to hold the markets. At present American firms control at least 85 percent of the trade in radios. During 1935 over 4,000 sets were imported and more orders are going forward. In the near future the demand will be for medium and all wave type. The new station in Singapore will operate on a wave length somewhere between 200 and 250 meters. The station will use a 2,000 watt transmitter, which is not expected to reach far beyond Singapore Island. Therefore, sales generally will be confined to this area.

"American manufacturers offering sets in this market should adapt their sets to meet tropical conditions. Some American sets have transformers and condensers inclosed in bakelite, but radio engineers here recommend that manufacturers impregnate the transformers and condensers in hot wax. This process makes it absolutely moisture proof and sets that have been so treated have had very little difficulty.

"From a standpoint of sales, American manufacturers should also give preference to the desires of the Chinese buyers who represent the largest potential market in British Malaya. While Europeans are very much interested in tone quality, the Chinese preference is for noise. The Chinese buyers judge the quality of the radio on the volume and this should be taken into consideration by American manufacturers.

"Reports are made that American receiving sets are not always packed adequately to meet the rigorous handling experienced in reaching this market. The greatest difficulty is that the washers used in attaching the chassis to the cabinets are too small and, owing to constant handling, the weight of the chassis pulls the washer through the cabinet.

"The United States is the largest supplier of radio receiving sets and tubes to British Malaya. American manufacturers hold this position, because the sets are less expensive and in most cases are considered superior.

"Statistics showing the imports of radio receiving sets and tubes into British Malaya are not separated from wireless and telephone equipment and it is not possible to get the exact number of receiving sets and tubes imported. The United States supplies at least 85 percent of the total imports.

"The most popular type from the sales standpoint is for table models that retail between 150 and 180 Straits dollars. The irregularity of broadcasting makes phonograph combinations popular, but the prices of these models tend to restrict sales.

"There is a demand for battery sets in the up-country districts, especially on the rubber estates. The American type "Farm Radio Sets" are finding a ready sale in these districts."

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ELECTRICAL GOODS SALES HIT NEW HIGH IN 1936

Notwithstanding the improved showing made by the electrical supply trade in 1935, the upward trend was extended further during the first six months of 1936, according to Dun & Bradstreet, Inc., New York.

"From the progress recorded during the latter period for both production and distribution, new records are indicated for the current year for such major home appliances as stoves, sewing machines, refrigerators, washers, ironers, lamps and radios", the report states. "The ever-widening use of labor-saving devices, the sustained broadening of industrial activity and building have been the strongest stimuli to the expanding trend.

"Modernization of farm homes and equipment, spurred by the larger income, also was cited as a factor in furthering appliance sales, even though rural electrification has been slow in making headway. Based on the shipments for the first six months, production of electric refrigerators fo 1936 has been estimated at 2,235,000 units, or a gain of 30 per cent over the 1935 peak of 1,719,369. The 1936 goal for washers and ironers has been set at 1,800,000, which would represent a rise of 27 per cent from the 1935 total, the biggest in this division's history.

"Following the elimination of the F.H.A., the extension of installment sales was provided by the new plans introduced by finance companies and banks. While the price structure has been firm, few advances were made from the preceding year's lists. Earnings statements of the leading manufacturers for the six-month period were favorable, many showing the highest comparative profit ratio since 1930 and a few since 1929."

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RCA SPONSORS 4-H CLUB PROGRAM

Nearly one million rural boys and girls who have been listening to and participating in the National Farm and Home Hour during the past six years are taking part in a new 4-H Club activity this year. Club members in thirty States already have entered competition in the National 4-H Program on Social Progress, a contest based on radio listening habits and the number and character of social activities carried on by 4-H Club units throughout the country.

The social progress program is sponsored by the Radio Corporation of America and its services, RCA Victor and the National Broadcasting Company. David Sarnoff, President of the RCA, instituted the program as an expression of the interest of these companies in the efforts of every community to develop social and educational opportunities through radio.

Valuable awards will be made to county, State, sectional and national winners. A special award of a $500 scholarship and a trip to New York City will be made to the 4-H boy and girl in the United States chosen by the judges as best typifying the objectives of the 4-H Club movement. Also included in the large list of awards donated by RCA are 44 educational trips to the Fifteenth National 4-H Club Congress in Chicago early in December.

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NBC FIGURES HOW MUCH POWER IT HAS USED

If an average broadcasting station in the United States used the total amount of electrical energy consumed by NBC network stations since the NBC was organized in November, 1936, it would have been necessary to start broadcasting in 1494, two years after Columbus discovered America.

This fact was revealed recently by the NBC Statistical Department during a special survey of NBC facts and figures compiled for NBC's 10th Anniversary celebration which will reach its climax on November 15, 1936.

When the NBC was organized ten years ago, the total power of the network stations amounted to 41,250 watts. At the end of 1935 NBC's 93 stations from coast-to-coast had a total of 1,734,900 watts. The two million mark will probably be reached during 1936, with NBC's plans to increase coverage in all sections of the country.

The power utilized by NBC network stations in one year, amounting to 14,960,547 kilowatt hours, would also be sufficient to provide street lighting for the States of Wyoming, New Mexico, Nevada and Delaware for the year - with enough left over to operate 14,708 washing machines continuously for the same length of time.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF AUGUST 7, 1936

ASCAP Will Not Try To Alter Present Broadcast Licenses.....2

Short-Wave Set Brings Program To Isolated Area.....4
FCC Issues Rules Relating To Broadcast Stations.....4

Philco Charges RCA With Espionage In N.Y.C. Suit.....5

Radio Outlets Unite To Fight Florida Storms.....7

Sponsored Presidential Broadcast Idea Gets Laugh.....8
Spain Retains Control Of Television Rights.....8

CBS Leases Hammerstein Theatre For Radio Use.....9
Norton Quits As Aide To Sarnoff.....9

REA Program Opens New Radio Markets.....10
India Government Bans Political Broadcasts.....10

Radios Don't Attract Lightning, Says NBC.....11
RCA Gross Up But Net Declines.....11

No. 951

ASCAP WILL NOT TRY TO ALTER PRESENT BROADCAST LICENSES

The American Society of Authors, Composers, and Publishers will take no steps "directly or indirectly, during the term of its present agreements with broadcasting licensees to reform the existing contracts in any manner whatsoever", E. C. Mills, General Manager, stated this week.

Dispatching letters to all licensed broadcasting stations in explanation of the significance of the return of the Warner Brothers music publishing houses to ASCAP, Mr. Mills also stated that all infringement suits will be withdrawn by Warner Brothers.

He pointed out, however, that the Shubert Music Publishing Co., which was one of the member-firms that withdrew from ASCAP on December 31, 1935, has not been reinstated as it did not apply for reinstatement.

James W. Baldwin, Managing Director of the National Association of Broadcasters, took a brief intermission from his vacation this week to request a statement from Herman Starr, President of the Music Publishers Holding Corporation, as to what steps have been taken "to refund the moneys which have been received from stations directly by MPHC since January 1, 1936."

Mr. Mills made no mention of refunds, however, farther back than July 31, and it appeared that Warner Brothers does not intend to make the refunds except in cases where W-B licensees have paid in advance beyond August 1st.

The reunion of ASCAP and Warner Brothers music publishing firms aroused speculation in the broadcasting industry regarding its effects on the anti-trust suit against ASCAP, but the consensus was that it would strengthen the Department of Justice's case. It was suggested that Warner Brothers may be forced to testify against ASCAP as a government witness if the case ever comes to trial.

Broadcasters generally were jubilant over the return of the W-B subsidiaries to the ASCAP fold as it meant larger repertoire without any increase in copyright rates. The major networks offered special programs as "salutes to Warner Brothers", and independent stations were able to broadcast music that has been banned from the air (unless the station held a W-B license) since the first of the year.

Variety estimated that Warner Brothers' half-year break with ASCAP cost it "considerably over $500,000, this loss deriving not so much from performance income, but the effect the lack of network release had upon W-B's publishing interests in general."

The text of Mr. Mills' letter to broadcast station licensees of ASCAP follows:

"Supplemental to our telegram of last evening, we are now pleased to announce that effective as from August 1, 1936, memberships of the following named publishers in the American Society of Composers, Authors and Publishers have been fully reinstated and their respective copyrighted musical works are available for the use of all licensees of ASCAP under the terms and conditions of their said licenses, without any restrictions upon the non-dramatic performance of any of their respective copyrighted musical compositions:

"Harms, Inc.; T. B. Harms Company; New World Music Corporation; Remick Music Corporation; Victoria Publishing Company and M. Witmark & Sons.

"It will doubtless be noted that the Shubert Music Publishing Company which was amongst the member-firms which withdrew from ASCAP on December 31, 1935 is not listed as amongst the above named reinstated members. This for the reason that this particular firm did not apply for reinstatement. Therefore, as to any rights owned by this particular firm, the same are not to be considered as embraced under the ASCAP license.

"Between January 1st and July 31, 1936, suits alleging infringement by broadcasting stations of the copyrights of various of these firms were instituted. The re-admitted members have each of them agreed that all such suits filed as against licensees of this Society 'shall be forthwith discontinued without costs to any of the parties'. Therefore, if you are defendant in any such suit, you may anticipate the early discontinuance thereof upon motion of the plaintiff, and I would suggest that you advise your counsel accordingly.

"As to licenses held from the Music Publishers Holding Corporation by broadcasting stations which are presently licensees of ASCAP, it is understood that MPHC will accept notice of termination thereof from the licensee, and if you presently hold license from MPHC it is suggested that you immediately notify them of your desire to terminate the same as at the close of business July 31, 19st.

"No endeavor will be made by ASCAP, directly or indirectly, during the term of its present agreements with broadcasting licensees to re-form the existing contracts in any manner whatsoever. Rates will remain for the term of the present agreements in each case as at present for the respective terms thereof.

"We sincerely hope that all ASCAP's broadcasting licensees will cooperate in establishing the status quo ante and that there may be no disposition upon the part of anyone toward punitive measures or any sort of retaliation.

"ASCAP is very pleased to again make available under its license for the use of radio stations and the entertainment of the radio audience, the very substantially increased repertoire effected by re-admission to full membership of the above named publishers."

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SHORT-WAVE SET BRINGS PROGRAM TO ISOLATED AREA

The short-wave or all-wave radio receiver is proving invaluable to listeners who are, for one reason or another, out of range in the daytime of the long-wave broadcasting stations, according to Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, Chicago, Ill.

Quoting from a letter written by Paul Klugh, who was fishing at Fishing Bridge, Yellow Stone Park, recently, Commander McDonald recounted this story:

"It is cold and raining up here but the fishing is good", wrote Mr. Klugh. "The short-wave radio is wonderful. Europe always, and sometimes Japan, are easy to get. Landon's acceptance speech came in at 7 p.m. Thursday during a terrific electric storm and nothing could be received on the regular wave, yet on short-wave from Pittsburgh it came in perfectly.

"One doesn't appreciate what short-wave means until isolated."

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FCC ISSUES RULES RELATING TO BROADCAST STATIONS

Extracts from the Federal Communications Commission's Rules and Regulations applicable to broadcasting stations were released this week in mimeographed booklets by the FCC press division.

The booklet contains in convenient form all of the revised regulations recently promulgated relative to broadcasting.

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PHILCO CHARGES RCA WITH ESPIONAGE IN N.Y.C. SUIT

Presaging a bitter fight between the Radio Corporation of America and the so-called eleven independent radio receiving set manufacturers, the Philco Radio and Television Corporation, of Philadelphia, this week startled the industry by making sensational charges of espionage against RCA in a suit filed in the New York Supreme Court.

Philco charged that RCA and its subsidiary, the RCA Manufacturing Company, hired agents of a private detective bureau to furnish liquor and entertainment to women employees of the Philco company in an effort to obtain confidential information about the manufacture of radio sets.

Col. Manton Davis, Vice-President and General Counsel of RCA, immediately denied the charge and stated that a vigorous denial will be filed shortly.

While the "independent" manufacturers have been taking pot shots at RCA for some time with Samuel E. Darby, Jr., patent attorney, as their spokesman, the New York suit for an injunction was the first serious move made against RCA.

Philco charged that against of the detective bureau took Philco women employees to hoetls, night clubs and restaurants in Philadelphia and vicinity "involving them in compromising situations."

The plaintiff besides asking for an injunction to restrain the defendants from alleged unfair and illegal business practices, asked for an order forcing the return of any information obtained by such practices and for whatever damages the court may find the Philco Corporation has suffered as a result of the defendants' alleged acts.

Defendants named in the action include John S. Harley, Inc., described as a detective agency; Charles A. Hahne, said to be Vice-President of that agency, and Lawrence Kestler, Jr., an alleged agent for the detective bureau.

Colonel Davis said:

"We intend to answer this complaint and vigorously deny its allegations. There is no foundation whatsoever to the charge that RCA has by espionage or by any improper means attempted to obtain information as to the laboratory research, designs, distribution policies or any other trade secrets of Philco."

At the office of the Harley firm it was said that no statement would be made concerning the alleged activities of the company. It was denied that any one named Hahne is connected with the agency.

The Philco company said it has obtained a leading position in the sale of radio receiving apparatus in the United States and that 98 per cent of its stock is owned by its officers and employees. The Radio Corporation of America was described as having assets of more than $100,000,000 and owning or controlling the great majority of patents covering radio appliances and apparatus.

"By the exercise of its financial power and patent monopoly it dominates and controls the radio industry of the United States and by the acts alleged herein is seeking further to extend and strengthen its domination and control of said industry", the complaint stated.

Philco asserted that the merchandising and distributing of radio receiving apparatus is "subject to the most intensive competition because the market is national and even international in scope.

"It has required the greatest skill, invention, vigilance and effort successfully to develop and maintain such a business in the face of the highly competitive nature of the business, and particularly the competition of RCA directly or through its subsidiary, by reason of its financial power and patent monopoly."

The Philco company said it buys the greater part of its merchandise from the Philadelphia Storage Battery Company under a long-term contract.

"The defendants for many months have been seeking information and documents concerning the confidential methods, business methods, trade practices, designs and technical and scientific developments and processes of the plaintiff", the complaint says. In pursuance of these activities the plaintiff alleges that the defendants have "resorted to unfair, wrongful and illegal methods and practices, including the use of subterfuge, deception and false representation to corrupt plaintiff's employees and the employees of the Philadelphia Storage Battery Company, inciting them to breaches of trust and confidence.

"For example, Hahne and Kestler entered the plaintiff's place of business and made the acquaintance of numerous girls and young women in the plaintiff's employ and in the employ of the Philadelphia Storage Battery Company.

"Thereafter by misrepresenting their identity and business, and wholely concealing their connection with any of the defendants herein, and by a carefully planned course of conduct over a period of several months, the said Hahne and Kestler did ingratiate themselves with and win the confidence of said girls and young women and provided them with extensive and lavish entertainment at hotels, restaurants and night clubs in Philadelphia and vicinity and supplied them with intoxicating liquors and

involved them in compromising situations to induce them to furnish confidential information, documents and designs."

The complaint was filed by the law firm of Henry L. Stimson and was served on Lewis MacConnach, Secretary of the Radio Corporation of America.

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RADIO OUTLETS UNITE TO FIGHT FLORIDA STORMS

Public and private radio outlets in Florida are uniting to battle the common enemy of the State.

Four radio hookups in the future will flash warnings over land and sea in a concerted effort to reduce the life and property toll taken by tropical storms in Florida.

The Weather Bureau maintains an around-the-clodk watch on the storms, receiving, charting and distributing reports on their movements from the time they first form until they dissipate. It uses an automatic teletype system between its principal offices.

To supplement the bureau service, four radio organizations will "keep watch" on the storms, broadcasting warnings issued by the forecasters and seeking to set up emergency communications if regular facilities should be swept out by the winds. Through this "before and after the storm" service the radio operators hope to lessen the damage done by the disturbances.

The Coast Guard and the Naval Reserve radio units have been engaged in hurricane work for some time. The Florida Association of Broadcasters, composed of all commercial broadcasters, recently organized with this service as one of its aims. The Works Progress Administration's radio project is about ready to be put into operation.

The Weather Bureau's teletype system, the four radio networks and the voluntary cooperation of individual amateur radio operators will cover all sections of the State.

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An increase in time from sharing to unlimited hours was recommended for KGFG, Oklahoma City, Okla., this week to the FCC by Examiner John P. Bramhall. He also recommended the approval of a transfer of control of the corporation from Hale V. Davis to Harold V. Hough through the sale of 133-1/3 shares of stock. Station KGFG operates on 1370 kc., with 100 watts power.

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SPONSORED PRESIDENTIAL BROADCAST IDEA GETS LAUGH

Ford Motor Co. has been approached through the N. W. Ayer agency on a proposition to underwrite a series of broadcasts on NBC which would alternately present President Roosevelt and Alfred M. Landon, in 15-minute talks, according to Variety.

As an alternate to the 15-minute idea, it has been suggested that Ford stand the expense of a weekly hour, with the broadcast taking on the form of a platform debate. Each candidate would be allowed 15 minutes for opening argument and another 15 minutes for rebuttal.

The idea brought a big laugh from Washington political writers.

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SPAIN RETAINS CONTROL OF TELEVISION RIGHTS

The Ministry of Communications in Spain recently rejected the petition of two Barcelona applicants for authorization to install and exploit a television station on the ground that "television constitutes a complementary part of the service of broadcast transmission, since there is practically no transmission of images without the simultaneous transmission of sounds; and radio transmission being an exclusive service of the State, according to the law of June 26, 1934, it devolves upon the radio Administration to apply to the national system of broadcasting the service of television insofar as is practicable and as its cost permits it to be placed within the reach of the majority of Spaniards."

The order adds that even though the State should decide not to exploit this service on its own account, but to confide it to some national organization, the concession would have to be awarded on a competitive basis in accordance with the laws governing public services.

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Denial of the applications of Jack E. Brantley et al, and W. T. Knight, Jr., both of Savannah, Ga., for construction permit to operate 100-watt broadcasting stations on 1310 kc., unlimited time, was recommended to the FCC this week by Examiner Melvin H. Dalberg.

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CBS LEASES HAMMERSTEIN THEATRE FOR RADIO USE

The Columbia Broadcasting System announces the leasing and conversion of the Hammerstein Theatre into a radio playhouse in New York's Broadway sector. It will be opened on Columbia's ninth anniversary next month.

CBS officials said the house, seating about 1,300, was acquired to meet increasing demands for studio facilities; that it will be elaborately equipped for broadcasting purposes and redecorated. The same need for expansion recently prompted CBS to purchase a large site on Park Avenue, running from 58th to 59th Street in Manhattan, on which it proposes to erect the world's most modern broadcasting center.

In September, 1927, Columbia broadcast its first series of programs over a chain of 17 Eastern radio stations. That same month witnessed the laying of the cornerstone of the Hammerstein Theatre on 53rd Street. Next month, just nine years after that first CBS broadcast, the Hammerstein Theatre will have another ceremony - this time the formal opening of the "CBS Radio Theatre", sending out programs to more than 100 affiliated stations comprising the world's largest network.

Edwin K. Cohan, CBS Technical Director, is supervising the engineering features of the reconstruction of the theatre. Columbia will spare neither effort nor expense to make it represent the last degree of perfection in the science of radio and acoustic engineering. When the revamped structure opens on the network's anniversary, results will be apparent to studio audiences and radio listeners alike.

Programs from the new CBS playhouse will be enacted on a stage which literally floats on a cushion of noise-deadening material. The cyclorama, likewise mounted on aound-absorbing bases, will be treated to eliminate all echoes from the stage. On all exits, specially constructed doors known technically as "sound locks" shut out all noises from the street.

The CBS Radio Theatre will be operated in addition to others now in use. They are CBS Playhouse #1, 141 West 44th Street, and CBS Playhouse #2, 251 West 45th Street.

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NORTON QUITS AS AIDE TO SARNOFF

Henry K. Norton, Assistant to David Sarnoff, President of Radio Corporation of America, and Vice-President of the Radiomarine Corporation, has resigned both posts, it was announced August 6th. Mr. Norton was formerly Treasurer of the National Broadcasting Company. Mr. Norton's plans for the future were not stated.

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CBS LEASES HAMMERSTEIN THEATRE FOR RADIO USE

The Columbia Broadcasting System announces the leasing and conversion of the Hammerstein Theatre into a radio playhouse in New York's Times Square region. It will be opened on Columbia's ninth anniversary next month.

CBS officials said the house, holding about 1,500, was required to meet increasing demands for studio facilities; that it will be elaborately equipped for present-day purposes and reconverted. The same need for expansion recently compelled CBS to purchase a large site on Park Avenue, running from 50th to 51st Street in Manhattan, on which it proposes to erect the world's most modern broadcasting edifice.

In September, 1927, Columbia broadcast its first series of programs over a chain of 17 Eastern radio stations. That same month witnessed the lifting of the curtain on the Hammerstein Theatre on 53rd Street. Next month, just one year after that first CBS broadcast, the Hammerstein theatre will have another anniversary - this time the formal opening of the "Radio Theatre", leading by programs to cost than 100 affiliated stations comprising the world's largest network.

Edgar K. Cohan, CBS Technical Director, is supervising the engineering features of the reconstruction of the theatre. Studio will equal "Radio City" studios in size, it is stated. Cohan has made a study of the acoustics of the theatre, and the late Hendrik Willem Van Loon, noted author and acoustic engineer. Then the reversed structure comes in the acoustical engineering results will be somewhat to equate resonance and avoid echoes, etc.

Programs from the "Radio Theatre" will be entirely on a stage which literally floats in a chamber of sound-deadening material. The original Hammerstein boxes, on each side of the stage, will be treated to eliminate all echoes from the chamber. In all cases, especially constructed boxes have been tentatively named "Sound Locks" built out all along from the stage.

The CBS Radio Theatre will be operated in addition to Columbia's two in New York - the CBS Playhouse #1, 1441 Broadway, and CBS Playhouse #2, 485 Madison Avenue.

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MORGAN WILL ADDRESS BANKERS

Harry C. Morgan, President of Merrill Lynch, Pierce, Fenner & Smith, Inc., Member Corporation, New York Stock Exchange, and Vice-President of the Securities Corporation, has accepted a speaking engagement before the Bankers Club of America, on Friday, 11 a.m., Nov. 15th. Mr. Morgan was recently President of the National Broadcasting Company. Mr. Morgan's plans for the future were not disclosed.

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REA PROGRAM OPENS NEW RADIO MARKETS

New markets for radio sets will be opened under a program just announced by the Rural Electrification Administration.

Over 4,200 miles of rural electric lines in 12 States will be financed with more than $4,500,000 allocated from funds available to the Rural Electrification Administration under the Rural Electrification Act of 1936, according to REA Administrator Morris L. Cooke. With these allocations REA has definitely changed its status from that of an emergency to a permanent agency as provided in the Act.

Over $1,000,000 of the funds will be available to build seven new rural line projects in Georgia, Kentucky, Massachusetts, North Carolina, Ohio, Washington, and Wisconsin. The remaining funds will be used to finish projects which had previously received partial allotments.

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INDIA GOVERNMENT BAN POLITICAL BROADCASTS

The Government of India has decided not to allow the Indian broadcasting stations to be used for political talks during the forthcoming general election next autumn, according to World-Radio, organ of the British Broadcasting Corporation. For the first time, thirty-five million people of India are being enfranchised, and political leaders have asked the Government to allow them to use the broadcasting service for political addresses on the model of the BBC.

The Government of India, after carefully considering the matter, has come to the conclusion that politics should be kept out of the broadcast talks for some time yet.

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One of the Moscow daily papers, in collaboration with the broadcasting committee, recently instituted a competition for the best program broadcast during a stated period. No fewer than 1,100 different transmission by different artists were listened to. The program eventually chosen as being most popular had as a theme "the literary world and music", which included items on Dante, Shakespeare, Goethe, Heine, Gogol, and others. Among the musical works, those by Beethoven, Tchaikovsky, Verdi and Rimsky-Korsakov obtained the largest number of votes.

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RADIOS DON'T ATTRACT LIGHTNING, SAYS NBC

Keeping pace with the modern trend debunking popular superstitions, engineers of the National Broadcasting Company have found that lightning is not attracted by radio sets.

The report on lightning is the by-product of a survey made by engineers on radio reception conditions in major cities of the United States. The statement was issued by R. M. Morris, NBC development engineer, whose own house was struck a few years ago.

"Contrary to popular belief", Morris said, "radios in the home do not attract lightning, nor do radio antennas. In fact, a properly installed radio antenna, with good lightning arresters, serves as a measure of protection to a house during a thunderstorm. The lightning arresters, found on most antennas, serve to lessen the force of the lightning, deflecting the dangerous current into the ground where it will do no harm."

"The chances during one year that your house will be struck by lightning", said the NBC engineer, "are about one in 1,000, as proven by statistics on the subject. Radio will not prevent a house from being hit by an electrical bolt during a storm, but if it is properly installed, a radio antenna may prevent the lightning from doing any damage. Of course, if you live in a building with a steel frame, such as the Manhattan sky-scrapers, you need have no fear of lightning. The steel frame serves to ground the current."

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RCA GROSS UP BUT NET DECLINES

The report of the Radio Corporation of America and subsidiaries for the second quarter of 1936 showed a consolidated net profit of $477,088, covering $431,148 Class A preferred dividends but not the $805,242 dividends paid on the new $3.50 convertible first preferred stock. This compared with $671,111 earned in the second quarter of 1935.

For the six months ended on June 30, net profit was $1,764,780, comparing with $2,289,136 in the same period of 1935. Class A preferred dividends were $862,291 in the first half of 1936, while dividends of $805,242 were paid on the new $3.50 first preferred stock, or total disbursements of $1,667,533. In the first half of 1935 dividends paid on the Class A preferred stock were $5,381,857, including provisions for all arrears on the shares.

Gross income from all sources was $21,839,782 for the June quarter, including $21,682,215 from operations, compared with $18,742,980 from operations and $19,162,899 total for the 1935 period. Net operating profit after costs and expenses was $1,635,028, against $1,860,078.

For the six months, gross income was $44,382,101, including $43,942,526 from operations, compared with $40,428,688 and $39,663,321, respectively, in the 1935 period. Net operating profit was $4,028,696, against $4,770,753.

Surplus on June 30 amounted to $12,497,346, compared with $13,256,643 on March 31 with $12,401,099 on December 31, and with $10,425,633 on June 30, 1935.

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Radio market reports on France, the United Kingdom, Canada (regulation), Libya, and Aden have been issued by the Electrical Division, Bureau of Foreign and Domestic Commerce and are available at 25 cents each.

National Broadcasting Co.'s studio tour business at Radio City, New York, is running approximately 25% higher than at this time last year. Present indications are that the three big months of June, July and August, when NBC studio tour obtains its greatest returns from tourist trade, will hit nearly 200,000 guests. July produced 60,000 paid guests against 48,000 in same month of 1935.

The Ministry of National Defense of the Uruguayan Government has authorized the Uruguayan Automobile Association (Centro Automovilista del Uruguay) to employ radio broadcasting for the purpose of imparting to its agencies located throughout the country information in regard to the location and nature of automobile wrecks or breakdowns in order that service cars of the association may reach the scene of trouble with despatch and a foreknowledge of the equipment needed in a particular case.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF AUGUST 11, 1936

More Short-Wave Programs For Latin America Urged.....2

Bar Group To Debate Broadcasts Of Trials.....3

Australia Installs First Radio Beam For Aircraft.....4
Radiobeacon Expands As Lighthouse Aid.....4

McCosker To See BBC Officials In London.....5
Siam A Growing Market For Radio Sets.....5

All Branches Of Radio Industry Experiencing Boom.....6

Industry Notes.....9

Philco Suit And Patent Fight Separate.....10
RCA Charged With Using Strikebreakers.....10

Radio Education Progresses In Switzerland.....11

Examiners Recommend Stations For Texas; New York.....12

No. 952

August 11, 1936

MORE SHORT-WAVE PROGRAMS FOR LATIN AMERICA URGED

American short-wave broadcasters are urged to pay more attention to Latin American listeners in a report issued this week by the Department of Commerce.

Citing a report received from Assistant Trade Commissioner Joe D. Walstrom, Buenos Aires, the department points out that European broadcasters are dominating the Latin American countries with their programs prepared especially for these listeners.

While no mention of United States trade is made in the Commerce Department statement, the inference is clearly drawn that the European broadcasting stations may be influential in taking business away from American exporters even though they do not resort to direct advertising over the air.

European short-wave programs are heard in Argentina much more clearly and are more interesting than similar American broadcasts, Mr. Walstrom reports.

Even the average American residing in Argentina, he adds, frequently prefers to tune in on London, Berlin, Rome, Paris or Moscow instead of the United States, largely because of the reception from the European stations is strong, with little or no static.

European broadcasting stations prepare their short-wave programs for specific countries, according to the Commerce Department report. High-gain directive antennae are employed, which insures that the programs will be received in Argentina, for instance, with the maximum of strength and the minimum of outside interference, it was stated.

Aside from the technical aspect, the programs themselves are prepared for the Argentine taste, and some of the European stations have gone so far as to employ Argentine announcers. A similar practice is followed by such stations in the programs transmitted to other countries, Mr. Walstrom reported.

While there are at least five European stations which are regularly and satisfactorily received in Argentina, only one or two American stations are heard and their reception is usually inferior to that of their European competitors.

Because there is only a comparatively small number of radio listeners who possess short-wave radio sets, many foreign

programs received in Argentina are rebroadcast, it is pointed out. These rebroadcasts include an occasional program from the United States, according to the report.

In concluding his report, Mr. Walstrom suggests that it would be advisable for a greater number of American stations to utilize the high-gain antennae in directing their programs to Latin America and that more programs should be offered for the Latin American listener. The music heard on practically any American program, he states, would be quite satisfactory, but the announcements should preferably be in Spanish. The best plan, of course, would be the preparation of special program for specific countries having in mind the particular tastes of these countries.

Because of the large market in Latin America for certain types of American merchandise, the report states, it would appear that this form of advertising and good-will promotion should merit serious consideration by American firms.

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BAR GROUP TO DEBATE BROADCASTS OF TRIALS

How can the press, the radio and the bar cooperate against publicity interfering with the fair trial or hearing of judicial or quasi-judicial proceedings?

This is one of the questions to be debated when the American Bar Association holds its annual meeting in Boston August 22nd.

Consideration of the problem of publicity in connection with judicial proceedings has been carried on during the year by special committees, representing the association, the American Society of Newspaper Editors and the American Newspaper Publishers' Association. They will present a joint report at Boston.

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The estimate for the Irish Free State broadcast services for the year 1936-37 is £57,700, as compared with £40,838, for 1935-6. The revenue from wireless licenses last year amounted to about £42,500, an increase of £8,500. The direct expenditure on the broadcasting service was about £50,000, and the number of wireless licenses issued was 85,000, an increase of 18,800. Provision has been made for an increase in the power of the Athlone station from 60 kw. to 100 kw.

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AUSTRALIA INSTALLS FIRST RADIO BEAM FOR AIRCRAFT

Australia's first radio beacon station for the guidance of aircraft along a radio beam was recently placed in operation at Sydney airport, according to a report to the Commerce Department from Assistant Trade Commissioner W. C. Flake, Sydney. Radio direction finder apparatus, the report states, was installed at the Melbourne airport about two years ago.

The new equipment, which was manufactured in Australia, is designed to send beams in four directions, with a range of approximately 200 miles. Although it is expected that other radio beam stations for the guidance of aircraft will be established in Australia, the report points out that it is not probable that any of the equipment will be imported, as it can be produced in Australia by a local company.

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RADIOBEACON EXPANDS AS LIGHTHOUSE AID

The first marine radiobeacons were operated on a single frequency and the radio direction finders of that period received indiscriminately any signal within 20 or 30 kilocycles of the recognized radiobeacon frequency. The 3 radiobeacons of 1921 have grown to 125 radiobeacons operated by the United States Lighthouse Service alone, and approximately 35 more are operated in Canada and in Central America, many within interfering range of the United States radiobeacons.

These 160 North American marine radiobeacons all operate in the band of 30 kilocycles wide reserved for marine radiobeacons by the Madrid Radio Conference of 1932. This large number of radiobeacons operating in such a narrow band of frequencies makes it important that radio direction finders be able to discriminate between radiobeacons with small differences in frequency, and this in turn requires that each radiobeacon be accurately and permanently fixed on an assigned frequency and operating minute. The accomplishment of this fixing of frequency and timing of operation for all radiobeacons, and the necessary extension of the range of certain radiobeacons has made it necessary to evolve new radiobeacon equipment and technique.

The early radiobeacon equipment was of simple construction and low cost. Necessity for frequency stability complicated the structure and increased the cost of later equipment. The first radiobeacon signals, fully stabilized as to frequency, were obtained from transmitters with elaborate heat controls for crystals and with congested internal assemblies although at the time these sets were purchased, they embodied the simplest known means for achieving a fixed frequency.

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McCOSKER TO SEE BBC OFFICIALS IN LONDON

Alfred J. McCosker, President of the Bamberger Broadcasting Service, and Chairman of the Board of the Mutual Broadcasting System, sailed last week on the "Normandie" for a month's vacation in England, France, Italy and Switzerland.

In London, Mr. McCosker will visit Sir John Reith, Managing Director of the British Broadcasting Corporation, and other broadcasting officials. He will also confer with John Steele, recently appointed London and European representative of the Mutual network.

He is accompanied by Mrs. McCosker and in Paris they will meet their daughter, Miss Angela McCosker, who has been visiting in Europe since early July.

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SIAM A GROWING MARKET FOR RADIO SETS

Radio has been gaining in popularity in Siam during the past few years, according to a report from Vice Consul H. Gordon Minnigerode, Bangkok, made public by the Commerce Department.

On September 30, 1935, the number of receiving sets registered in the country totaled 27,288, an increase of approximately 3,000 as compared with the preceding year's total. The great bulk of the radio sets in Siam are located in the capital city of Bangkok, the number in use in the interior being negligible, the report states.

Japanese makes account for 80 per cent of the radio sets sold in Siam at the present time, their dominant position being accounted for by the low price at which they are sold. It is estimated that sales in 1935 by local dealers amounted to 2,700 units of which more than 2,100 units were Japanese sets, 339 American, and 161 British. The greatest number of sales of radios in Siam are made in three or four-tube sets of the smallest kind although there is a small demand for expensive models, it was stated.

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McCOSKER TO SEE BBC OFFICIALS IN LONDON

Alfred J. McCosker, President of the Bamberger Broadcasting Service, and Chairman of the Board of the Mutual Broadcasting System, sailed last week on the Normandie for a month's vacation in England, France, Italy and Switzerland.

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JAPAN A GROWING MARKET FOR RADIO SETS

Radio has been gaining in popularity in Japan during the past few years, according to a report from the Consul at [illegible], made public by the Commerce Department.

On September 30, 1935, the number of receiving sets registered in the country totaled [illegible], an increase of approximately [illegible],000 as compared with the preceding year's total. The great bulk of the receivers in Japan are located in the densely [illegible] of [illegible], and [illegible] in the [illegible], the report states.

Japanese [illegible] account for 90 per cent of the radio [illegible] sold at the present time, the [illegible] being accounted for by the [illegible]. It is estimated that sales in 1935 [illegible] units of which more than [illegible] units were Japanese, [illegible] American, and 111 British. The principal [illegible] of [illegible] in [illegible] although there is a [illegible], it was stated.

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ALL BRANCHES OF RADIO INDUSTRY EXPERIENCING BOOM

Radio manufacturers, retailers, and broadcasters are experiencing what will probably prove the most prosperous year in the history of the industry, running from 15 to 25 percent above last year's records, a survey just completed by Dun & Bradstreet, Inc., New York, discloses.

"Starting the second half of the fourth year of uninterrupted expansion, all branches of the radio industry have been geared to reach new high marks", the report states. "During the first six months of 1936, the peaks of 1935 were passed, production running ahead by 15 to 25 percent and distribution by 15 to 30 percent. Much of the bonus money went into radios, and wider industrial employment contributed to the gain, while the increasing construction of new homes, with the consequent need of modern reception, is counted among the indicators for more extended improvement.

"Automobile radios were outstanding in the sales volume for the period, exceeding the 1935 figures by 30 to 150 per cent. As only about 17 per cent, or 3,900,000 of the passenger automobiles registered at the close of 1935 were equipped with radios, the number at the end of 1936 is expected to total 5,000,000 according to an estimate by Radio Today. Battery sets for unwired homes in farm districts have been selling faster than production, although there are around 170 types on the market, some deriving power from windmills and some from gas motors.

"Nearly every radio owner tuned in on the programs which last year brought $86,492,635 net revenue to the 625 broadcast stations in the United States. More money is being spent by sponsors for entertainment this year, as national advertising broadcast for the first half of 1936 rose 7.6 per cent from the 1935 peak, and was larger by 25.4 per cent than in 1934, and 80.5 per cent than in 1933.

"During the first six months of 1936, radios were turned out at the fastest rate in the industry's history. Successive monthly increases brought the peak for the period in June, when many factories operated plants at capacity, with some divisions on double shift, in order to deliver 1937 models to distributors early in July. Output averaged 15 to 25 per cent more than for the first half of 1935, with production of parts and equipment larger by 15 to 50 per cent. Automobile radio speakers for the six months equalled the entire 1935 production.

"Present high production rates give indication of being maintained through the Fall months, as many factories are from four to six weeks behind their shipping dates. Based on the 5,375,000 radio sets manufactured in 1935, according to the compilation of Radio Retailing, trade estimates have placed 1936 output at approximately 6,000,000. This would represent an

increase of 11.6 per cent from the 1935 total, which was higher than the 1934 total of 4,696,000 by 14.5 per cent, and set a new peak.

"More variety in programs not only has provided the chief stimulus to the expanding 'audience of the air', but has built up a constantly larger volume of network revenues. For thirty-three consecutive months, national advertising broadcast has been maintained above the level of the year preceding, and in March, 1936, set a new all-time high at $5,210,000. This helped to swell the total for the six months of 1936 to $27,533,000, a rise of 7.6 per cent from $25,596,000 in 1935, the previous peak.

"Rising for the fourth consecutive year, retail sales of radios established a new peak in both units and dollar value during the first six months of 1936, by surpassing the all-time high recorded for the year preceding. Gains ranged all the way from 10 to 50 per cent, with the average increase estimated at 15 to 30 per cent over the comparative 1935 figures. Some distributors of the leading makes reported sales up 75 to 100 per cent from 1935, with June and July volume ahead by 150 per cent.

"Floor and console models of the better qualities comprised the bulk of the volume, as interest in midget and cheap table sets waned. The increase in automobile radios was abrupt, running from 30 up to 150 per cent. The rise in the sales of battery sets to farm districts, where electric power is not available, was nearly as large, exceeding the 1935 total by 25 to 100 per cent. Since May, demand has turned markedly stronger for the radio-phonograph combinations in the special period designs.

"Engineering skill has reached its most advanced degree of perfection in both the dial and design of the new 1937 lines. Higher fidelity and more faithful reproduction have been achieved through automatic frequency controls, volume expansion, and variable-selectivity circuits. For ease in tuning, practically all sets in the higher priced ranges, and many in the medium ones, have been equipped with cathode-ray tuning indicators.

"Considering the array of new features which have been incorporated in 1937 models, prices of radios are the lowest in the history of the industry. These innumerable improvements, plus the additional tubes included with some sets, practically amount to a drop in price, as consumers now receive more for each dollar spent on the same type of set than they did a year ago.

"Even on old models, prices have been constant since the first of the year, with the exception of reductions made to move excess stocks. On some of the better grade sets, for which demand ran ahead of the supply, minor upward revisions have been made. Following the reduction on metal tubes on June

increase of 11.5 per cent from the 1956 total, which was higher than the 1954 total of 6,866,000 by 14.6 per cent, and set a new peak.

"More variety in programming not only has provided the better training to the expanding audience of the air, but has built up a constantly larger volume of advertising. The relatively-three consecutive months, in which advertising broadcasts have been maintained above the level of the preceding month, were in March, 1956, set a new record, totalling $[illegible]. This added to swell the total for the air months of 1956 to $22,633,000, a rise of 7.5 per cent from $[illegible] in the previous year.

"Sales for the television industry reached a new peak of receipts established a year ago in June which was followed during the first six months of 1956, by a steady climb to a record for the year preceding, totalling $[illegible] in all the year from 10 to 50% per cent, with the average increase [illegible] 40 to 50 per cent over the comparative 1955 figures. Some distributors of the leading makes reported sales up [illegible] and from 1955, with June and July volume added by [illegible].

"Floor and console models of the twenty-inch size [illegible] the bulk of the volume. A [illegible] in [illegible] table sets sold. The increase in [illegible] was [illegible] from 30 up to 140 per cent. The [illegible] in the sales of portable sets to farm [illegible] [illegible] is [illegible] was nearly [illegible] [illegible] total by 90 to 100 per cent. [illegible], demand was [illegible] for the radio-phonograph combinations in the special [illegible] cabinets.

"Interesting [illegible] has [illegible] the most outstanding [illegible] of perfection in both the [illegible] design of the [illegible] higher fidelity [illegible] reproduction has been achieved through [illegible] frequency [illegible], volume expansion, and variable-selectivity circuits. For use in [illegible], practically all sets in the lower price [illegible], and in the medium price, have been equipped with [illegible] tuning indicators.

"Considering the array of new features which have been incorporated in 1957 models, prices of radios are the lowest in the history of the industry. These lower prices [illegible], plus the additional sales incentive with more [illegible], particularly [illegible] to a drop in prices, as consumers now receive more for each dollar spent on the same type of set that they did a year ago.

"Even on old models, prices have been considerably above the first of the year, with the exception of [illegible] [illegible] excess stocks. On most of the better [illegible] sets, for which demand has exceed of the supply, minor upward [illegible] have been made. Following the reduction on metal tubes on [illegible]

1st, some of the manufacturers lowered quotations on octal-base glass tubes.

"Wholesale collections have been better by 8 to 10 per cent than a year ago, while installments accounts generally were in the best condition since 1929. Repossessions have been the fewest on record. Most of the manufacturers reported payments as good to excellent, with a decided improvement over the 1935 status.

"Bankruptcies in the radio industry during the first half of 1936 were somewhat more numerous than for the corresponding 1935 period. Among manufacturers, however, the number that failed was fewer, but the total of 3 had liabilities of $151,500, which compared with $156,000 for the 7 concerns that failed in 1935. The latter was the smallest number in the history of the industry, and the amount of the liabilities also went down to a new low.

"It was the wholesalers' and retailers' division that contributed all of the increase in failures during the first six months of the current year. The total for the period was 28, giving a monthly average of 4.6 failures, as against 3.5 a year ago. This continued the up-trend which started in 1935, lifting the number of failures to 42 from the record low of 37 in 1934.

"The complete insolvency record of the radio industry from 1930 to June, 1936, inclusive, as compiled by Dun & Bradstreet, Inc., shows:

Manufacturers

Year	Number	Liabilities
1930	40	$3,522,400
1931	15	4,088,445
1932	23	1,826,995
1933	25	3,719,519
1934	9	941,338
1935	7	156,000
1936*	3	151,500

Wholesalers and Retailers

Year	Number	Liabilities
1930	217	$2,071,392
1931	160	4,979,359
1932	170	1,978,678
1933	109	1,813,980
1934	37	2,207,408
1935	42	337,624
1936*	28	380,770

*January to June, inclusive

"These statistics of commercial failures are exclusive of applications under Section 77-B. From June 7, 1934, when Section 77-B of the New Bankruptcy Act became effective, to July 23, 1936, applications were filed under this section by 4 manufacturers in this industry and by 2 wholesalers and retailers."

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INDUSTRY NOTES

Rate Card No. 4, dated August 15, 1936, has just been issued by the Affiliated Broadcasting Company, midwestern regional network. Changes from the former card, which was dated April 18, inaugural day of the network, include the addition of Stations WROK, Rockford, Illinois, and WGRC, New Albany, Indiana, as regular members of the ABC, and WJJD, Chicago, as an optional outlet, and the subtraction of WDGY, Minneapolis, from the list of ABC affiliates. The change from daytime to evening rates, formerly set at 5:30 P.M.CST, has been moved back a half-hour to 6:00 P.M. CST.

The Telegraph Division of the Federal Communications Commission last Friday denied the petition of R.C.A. Communications, Inc., Mackay Radio and Telegraph Company, The Western Union Telegraph Company, and Commercial Pacific Cable Company, for suspension of tariffs filed by Globe Wireless, Ltd., stating rates and regulations for "Radiomail" between Chicago, Ill., and Guam, Honolulu and Manila, and also between Washington, D. C., and Guam, Honolulu and Manila. The Division ordered that the issues presented by this petition be consolidated with the issues already under consideration by the Division under Order No. 12 insofar as those issues affect Globe Wireless.

The Mutual Broadcasting System's total billings for the month of July, 1936, were $109,561.16. That figure includes the billing of basic and associated stations. Mutual's total billings for the same period in 1935 were $58,446.57, thus showing a gain for this year's figure of 87.4 percent.

Mrs. Henry Morgenthau, Jr., wife of the Secretary of the Treasury, has accepted the post of Radio Director for the Women's Division of the Democratic campaign.

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PHILCO SUIT AND PATENT FIGHT SEPARATE

Taking issue with a statement in the Heinl Radio Business Letter of August 7th, John R. Howland, Assistant Secretary of the Philadelphia Storage Battery Co., Philadelphia, denies there is any connection between the Philco suit against RCA and the patent fight being conducted by eleven independent radio manufacturers against RCA.

His letter states:

"In the August 7 edition of your excellent Heinl Radio Business Letter, I note an incorrect inference in the fourth paragraph under the title 'PHILCO CHARGES RCA WITH ESPIONAGE IN NEW YORK SUIT.' You state: 'While the "independent" manufacturers have taken pot-shots at RCA for some time with Samuel E. Darby, Jr., patent attorney, as their spokesman, the New York suit for an injunction was the first serious move made against RCA.'

"It is true that a number of radio manufacturers who are licensees of RCA have a mutual problem that is being discussed with RCA through Samuel E. Darby, Jr., and it is true that certain angles of the control exercised over this and other industries by RCA are a source of continual embarrassment to licensed radio manufacturers and probably many others alike. But it is not correct to assume that the attempt of the Philco Radio & Television Corporation to protect itself from practices of a competitor as charged by it has any relation to attempts of the Philadelphia Storage Battery Company and others to protect themselves from other encroachments."

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RCA CHARGED WITH USING STRIKEBREAKERS

Charges that strikebreakers with criminal records were taken from New York to Camden in the recent R.C.A. strike to interfere by violence with peaceful picketing in violation of the recently enacted Byrnes law were submitted August 10th to Federal Judge William Clark and United States Attorney John J. Quinn, at Newark, in letters from the Essex Trades Council asking for an investigation.

The letters charged that the men were transported by Sherwood's Detective Bureau, 1457 Broadway, New York City, and the Manning Industrial Service, 31 Clinton Street, Newark. It asked the Federal authorities to subpoena various officials and records and several reported strikebreakers.

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RADIO EDUCATION PROGRESSES IN SWITZERLAND

School broadcasting is making headway in Switzerland, according to a correspondent of World-Radio, organ of the British Broadcasting Corp.

The first experiment in school broadcasting was made on October 28, 1930, by the Radio-Berne company, and last year's school broadcasts transmitted from the Swiss studios, were listened to by about 70,500 scholars, distributed over 3,241 classes in 1,047 schools.

The organization of the transmissions to schools is, briefly, as follows:

The general direction of the service is in the hands of a "central commission", consisting of a President, Vice-President, and four members, on which the various regions of Switzerland are represented. In addition to this central body "regional commissions" have been created, corresponding to the three linguistic regions of the country (German, French, and Italian). These regional commissions comprise the delegates of the local commissions which have been found necessary in the case of German-speaking Switzerland and French-speaking Switzerland, together with representatives of the Departments of public instruction of the different Cantons composing the region. The presence of representatives of the official educational authorities is valuable inasmuch as it secures co-operation between the school institutions and the general organization of school broadcasting. The latter is in this way rapidly informed of the reaction of the children and also of the teachers.

The regional commission examines the draft programs submitted to it by the local commissions, revises them and, after they have been broadcast, discusses the criticisms which may be made of them, and takes any steps which it considers proper. The local commissions have important functions: they choose the subjects, authors, and lectures; they carefully examine the manuscripts and revise where necessary.

The school broadcasts are of a purely supplementary character. They are a source of new knowledge and a stimulus to intellectual effort outside the ordinary resources of the schools. Far from supplanting the teacher, this method of instruction requires his presence, and he continues to be the master of instruction properly so called. It is accordingly his duty to select the broadcasts which are best suited to the age, capacity, and development of his pupils.

For the purpose of facilitating the work of the master, a special "bulletin" called "La Radio a l'ecloe" (Radio in School), is published quarterly in French Switzerland. It contains particulars of the talks; numerous illustrations intended

to be shown to the children before, during, or after the talk; a brief indication - for the teacher's guidance - of the manner in which the subject will be treated; and, in certain cases, supplemental information, particularly of a bibliographical nature.

Experience has shown that the results obtained from these broadcasts do not depend only on the value of the talks themselves, but also on the preparation of the pupils who listen to them. For this purpose the teacher makes use of the material placed at his disposal by the bulletin, and supplies the pupils with the maps, pictures, films, and notes which they require in order to follow the broadcast with profit.

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EXAMINERS RECOMMEND STATIONS FOR TEXAS, NEW YORK

The Federal Communications Commission this week was advised by its Examiners to grant applications for construction permits to erect broadcasting stations in Corpus Christie, Texas, and Watertown, N. Y.

The Texas application was filed by the Gulf Coast Broadcasting Company and sought the 1330 kc. channel with 250 watts nighttime and 250 watts daytime, unlimited hours.

Black River Valley Broadcasts, Inc., is the applicant for the Watertown station on 1420 kc. with 100 watts nighttime and 250 watts daytime, unlimited hours.

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INDEX TO ISSUE OF AUGUST 14, 1936

Cairo Radio Parley Committee Makes Final Report.....2

Eclipse Throws New Light On Radio Wave Reflector.....4

Philco Stages Television Test At Philadelphia Home.....5

Radio Workshop Has Commencement Via Radio.....6

Radio Advertising Up 12% For Half Year.....7

Suit To Test Unlicensed Use Of Theatre By Radio.....8
More Power For Three Illinois Stations Urged.....8

Television To Be Early 1937 Reality Says RCA Institute.....9
Gas Meter Picks Up "Ham" Broadcast.....9

WGN To Give Grid Program Minus Sponsor.....10
N. Y. Tugboats Get Two-Way Radio Phones.....10
Inventor Shows Machine To Cable Different Colors.....10

NBC Shows "Cost Per Listener" Has Dropped Since 1927.....11
Industry Notes.....11

Construction Begun On New Antenna For WJZ.....12
Angola Offers Prospective Radio Mart.....12

No. 953

CAIRO RADIO PARLEY COMMITTEE MAKES FINAL REPORT

Broadening of the broadcast band for the North American region to include 1500 to 1600 kc. and more rigid requirements governing the technical quality of emissions by radio stations are recommended in the final draft of the proposals of the United States for the Cairo radio conference.

The proposals, made public this week by the Federal Communications Commission, suggest only minor changes in the world radio setup, but the major issue has not yet been decided, viz., the allocation of ultra-high frequencies above 30,000 kc.

The latter recommendation will not be drafted until proposals are received from other countries that will be a party to the Cairo conference as the United States is acting as the clearing house on this highly important question.

FCC engineers meanwhile are analyzing the volumes of testimony given by American broadcasters at the June hearing on ultra-high frequencies so that these ideas may be considered before allocations are recommended.

The United States proposals, which must be translated into French for distribution to all interested countries, will first be studied at a preliminary international radio conference at Bucharest in May, 1937.

Final decisions on world radio problems, however, will not be made until the general Cairo conference in February, 1938, which will cover telegraph and telephone communication matters as well as radio.

The final report of the United States editing committee represents months of intensive study by governmental and commercial technicians. As explained by Gerald C. Gross, of the FCC International Section, however, the Committee found on the whole that the Madrid conference of 1932 had done a good job and that it had few major proposals to make.

While agreeing to ask for a broadening of the broadcast band from 1500 to 1600 kc., three channels of which would be assigned to government services, the Committee rejected requests of the organized broadcasters and amateurs for additional channels.

James W. Baldwin, Managing Director of the National Association of Broadcasters, made a futile fight for inclusion in the proposals the channels 520, 530, 540 and 180 to 210 kc., inclusive.

The American Radio Relay League, an organization of amateurs, likewise was unsuccessful in a move to broaden bands for "ham" operators from 3500-4000 kc. to 3500-4500 kc. and from 7000-7300 kc. to 7000-7500 kc.

Dr. C. B. Jolliffe, former Chief Engineer of the FCC and now with the Radio Corporation of America, asserted that there are 127 active radio communication stations in the band from 4300 to 4500 kc. and 45 between 7300 and 7500 kc. K. B. Warner, of the Radio Relay League, insisted that many of these stations are merely "paper registrations" and aren't operating.

Recognizing the progress that has been made during the last four years in the technical phases of broadcasting, the Committee proposes more rigid international control of stations to compel their adherence to assigned frequencies.

"The waves emitted by a station must be kept on the authorized frequency as exactly as the state of the art permits", the proposals state, "and their radiation must be kept free as practically possible from all emissions not essential to the type of communication carried on."

Suggesting international cooperation and frequent checks of transmissions by national administrations as a means of minimizing interference, the Committee explains:

"The primary thought is that all the administrations concerned have periodically brought before them the facts as to the technical performance of emissions actually taking place in the radio medium (frequency stability, band widths, harmonics, etc.) the attaining of higher technical standards in practice will be facilitated and, in turn, interference ninimized, and the number of channels made effectively available increased."

Because of the progress made in television and facsimile broadcasting since 1932 the Committee proposes new definitions of these services as follows:

"Facsimile transmission: the electrical transmission and reproduction of fixed images."

"Television transmission: The electrical transmission and reproduction of transient visual images."

To clarify the meaning of amateur service and to remove it from the grouping under "fixed service" the Committee proposes this new definition:

"Amateur service: A service of experimentation, self-training, and inter-communication, carried on by amateur stations."

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The definition of broadcasting is likewise changed "to provide a definition more generally applicable to various forms of broadcasting." It reads:

"A service carried on by a station, the emissions of which are primarily intended to be received by the general public, regardless of the type of emission authorized."

With a view to further promoting the safety of life at sea, the Committee proposes that any radio station installed on board a ship be able to transmit and receive on at least two waves in the authorized band between 365 and 485 kc. as well as the S O S distress wave of 500 kc.

The Committee further recommends that the 500 kc. wave be used solely for distress calls and that more constant watches be required for S O S signals.

Finally, to facilitate the taking of bearings by radio direction finders in order to determine the position of a ship in distress, the Committee proposes that:

"A ship equipped with radiotelegraph, after having sent this distress message, shall transmit the alarm signal followed by the ship's call letter for a period long enough so that the ship and land stations equipped with radio direction finders may determine its position."

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ECLIPSE THROWS NEW LIGHT ON RADIO WAVE REFLECTOR

New data was obtained from observations of the recent total exlipse of the sun on the ionosphere, or electrified layer above the earth that reflect short radio waves, according to an announcement this week from Harvard University.

The movements of this ionized ceiling often disrupt short-wave radio transmission by allowing the waves to shoot up into space instead of reflecting them back to earth as normally.

Dr. Donald Menzel, of the Harvard Observatory, Director of the Harvard-Massachusetts Institute of Technology solar exclipse expedition to Siberia last Spring, reported the finding to the Harvard Summer School.

Dr. Menzel said the expedition's records indicated that the chief agent causing the electrification of this layer travels with the speed of light, and it probably is to be identified as extremely intense radiation in the far ultra-violet of the solar spectrum.

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PHILCO STAGES TELEVISION TEST AT PHILADELPHIA HOME

A television test, broadcast over a distance of seven miles with both indoor and outdoor scenes, was conducted in a home in suburban Philadelphia August 11th by engineers of the Philco Radio and Television Corporation. About 80 guests were present.

The demonstration was significant not only because of the clarity of the images shown but because it follows several private exhibitions in New York City by the Radio Corporation of America, outstanding Philco rival.

A description of the Philco demonstration as reported by a special correspondent of the New York Times follows, in part:

"Boxers exchanged blows in a roof-top ring in Philadelphia, soloists showed how they looked and acted when they sang before a studio 'camera' the same distance away, and the 'other end' of a telephone conversation between the home and the studio was both 'seen', and heard. Both ends of the conversation were heard by the audience.

"The images shown closely approached black and white tones and appeared clear and without evident distortion. William H. Grimditch, the company's chief engineer, said, however, that picture quality equal to that of home movies was the goal, and that greater perfection would be sought before an attempt would be made to enter the commercial television field. He predicted that commercial television would 'not come this year nor next.'

"The fifty-five minute experimental program given for the audience in Mr. Grimditch's home had company employees for some of the chief actors. After Miss Josephine Godfrey and Miss Betty McNelis had been observed and heard in several solos, Boake Carter, radio commentator, spoke from the studio and then picked up a telephone and called the Grimditch home.

"Following this there were broadcast a movie film and a round of boxing between two welterweights in a makeshift ring on the roof of the company's plant. Then the actions of a quartet, also appearing outdoors, were synchronized with some close harmony in 'Sleep, Kentucky Babe.'

"The audience also read the headlines on the sports page of a newspaper as the page was broadcast from the laboratory seven miles away.

"Later, at the laboratory itself, the audience saw a broadcast carried on concentric cable and noticed little difference between the wired and the radioed broadcasts.

"The field tests were conducted on a wave length of about six meters. The experimental screen used in the demonstration lay flat in the top of a phonograph cabinet and the audience actually saw images reflected on a mirror in the raised top of the cabinet.

"The images measured about 7 by 8 inches. In their field tests since December the Philco engineers have experimented with images made up of 345 interlaced lines, about the same number used in other television systems. Mr. Grimditch said, however, that this period of experimentation had indicated the laboratory had reached the nearest thing to perfection possible with this number of lines and the engineers planned to start immediately changing their equipment so as to produce an image of between 440 and 450 lines. This should result in images of greater sharpness, he declared.

"Neither Mr. Grimditch nor Larry E. Gubb, President of Philco, would estimate the cost of television receivers when they became available to the public, although a memorandum handed to the guests said some estimates had put it at $500.

"'A great deal of work must be done in transmitter and receiver development", the statement said, "and a great deal of money must be spent to assure transmitting facilities and programs for the prospective television audience. There are many other problems as well.'

"Mr. Gubb commented: 'We don't believe that television is right around the corner, but we do believe it will result in a tremendous industry when it does arrive. We do not believe in doing anything premature.'"

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RADIO WORKSHOP HAS COMMENCEMENT VIA RADIO

Forecasting a day when the commencement speaker may speak to university graduates from a point hundreds or thousands of miles away, the Radio Workshop of New York University on August 13th held its first commencement exercises over the CBS network.

Dr. John W. Studebaker, U. S. Commissioner of Education, addressed the students from Washington. He said, in part:

"As members of the New York University Workshop, you have had the opportunity to train yourself in radio in association with the educational radio project of the Office of Education. You have had an opportunity to witness, analyze and take part in the five educational programs which this project is presenting every week.

"This educational radio project was established by the President to discover new ways of using radio in the service of education. If it has discovered new successful airways of learning and a growing mail response from every State indicates that it has, then I hope you will be able to carry back some of these needed ideas for use in your own community where you will be in charge of radio programs for school systems, colleges and universities."

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RADIO ADVERTISING UP 12% FOR HALF YEAR

Broadcast advertising during the first half of the current year showed an increase of 12.7% over the corresponding period of 1935, according to the National Association of Broadcasters. Gross time sales of the medium amounted to $50,802,179 during the six-month period.

Advertising trends during the period were principally a continuation of those in evidence recently throughout the medium. Regional network and national non-network volume continued to show the greatest rate of growth. Radio broadcasting as a whole continued to hold its own with other major media as to percentage of increase over corresponding periods of previous years.

Local station non-network advertising volume again showed the greatest relative increase, while non-network business in the South and mid-West increased to a greater extent than that in other portions of the country.

A new trend of interest has been the marked growth of transcription volume in both the national and local fields. National transcription business showed an increase of 52.3% over the corresponding six months of 1935, while local volume increased by 41.8%. Live talent volume continued strong in both the national and local fields, while announcement business again declined.

Several trends of importance have developed as to radio advertising sponsorship. There has been a marked gain in automotive advertising throughout the entire medium. National and regional network beverage advertising increased to a considerable degree. National network and local drug advertising fell off markedly, while national non-network and regional network drug volume increased. Regional network and national non-network food advertising rose to an important degree. There were heavy declines in some of the minor national network classifications.

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SUIT TO TEST UNLICENSED USE OF THEATRE BY RADIO

Whether a theatrical license is required for a theatre where broadcasts are given which are attended by large invited audiences is to be decided in a suit filed in the Supreme Court in New York by the Dry Dock Savings Institution as owner of the New Amsterdam Theatre, New York City.

The suit was brought against Police Commissioner Valentine and License Commissioner Paul Moss to restrain them from interfering with broadcasts on the New Amsterdam roof, which has been leased to the Columbia Broadcasting System for thirteen Tuesday night broadcasts beginning September 1, and to the Mutual Broadcasting Company for fifty-two Sunday night broadcasts beginning August 9th.

License Commissioner Moss notified the bank that unless it obtained a theatrical license for the New Amsterdam before August 6, he "would cause the police to forcibly eject the persons attending the broadcasts."

The complaint alleges that the bank has been advised by its counsel that a theatrical license was not required and that the "threatened entrance on the premises by the police will constitute a trespass and nuisance."

The bank points out that at these broadcasts no fee is charged, gratuities to attendants are not permitted and the audience is invited.

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MORE POWER FOR THREE ILLINOIS STATIONS URGED

An increase in power from 100 watts to 250 watts daytime for three broadcasting stations on the outskirts of Chicago was recommended to the Federal Communications Commission this week. The stations are WHFC, WKBI, and WEHS.

Other Examiner's reports recommended denial of applications by J. T. Bilden and N. G. Barnard, of Walker, Minn., and the Hunt Broadcasting Association, of Greenville, Texas, for construction permit to erect new stations.

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TELEVISION TO BE EARLY 1937 REALITY SAYS RCA INSTITUTE

Television in the home is so close to becoming an eventuality that 36 moving picture operators are taking a special six months' course at the R.C.A. Institute, Inc., according to a press dispatch from New York, to prepare themselves for commercial television.

Home television sets, it was said at the Institute, will be put on the market shortly after Xmas for less than $200 each. The 36 operators are members of Moving Picture Operators Local 306. Each pays $150 tuition.

"We want to train our members so as to be on the ground floor when television arrives", Joseph Bassoon, President of Local 306, who conceived the class, said.

At a recent meeting of the Board of Directors of RCA Institute, a Board of Technical Advisors for the school was appointed, consisting of R. R. Beal, RCA's Research Supervisor; Harold Beverage, Chief Research Engineer for RCAC; L. M. Clement, Vice-President in charge of research and engineering at Camden; Dr. A. N. Goldsmith, RCA consulting engineer; O. B. Hanson, Chief Engineer of NBC; Dr. C. B. Jolliffe, Engineer-in-charge, RCA Frequency Bureau; and A. F. Van Dyck, Engineer-in-Charge or RCA's License Laboratory.

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GAS METER PICKS UP "HAM" BROADCAST

Mysterious voices heard in the basement of the home of Mr. and Mrs. Charles K. Munn, of 1928 Axton Avenue at Union Township, N. J., have been traced to a gas meter which picks up radio programs and makes them audible through vibration, a rare phenomenon, although not unusual, according to the New York Times.

Mr. Munn, a steel salesman whose only interest in radio is good reception, learned through a radio expert that the voices heard on the first floor of his two story residence were transmitter from an amateur radio station about 200 feet from the Munn home. It was found that one of the units of the gas meter apparently intercepts the radio waves and by vibration acts as a speaker. The amateur station operates on a frequency of 1,943 kilocycles at 160 meters.

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WGN TO GIVE GRID PROGRAM MINUS SPONSOR

Following the policy adopted by the station last year, WGN, The Chicago Tribune radio station, will again broadcast all collegiate football games during the 1936 season without a commercial sponsor. Each Saturday afternoon during the regular playing season Quin Ryan will broadcast one of the outstanding games of the Middle Western schedule.

Many of the WGN games will be carried by the stations of the Mutual Broadcasting System and the two service games between the Notre Dame and Army teams and Notre Dame and Navy teams will be fed to WGN through the facilities of the Mutual network. Other football games played in the East and broadcast through the Mutual network probably will be carried by WGN, this scheduled to be announced later.

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N. Y. TUGBOATS GET TWO-WAY RADIO PHONES

Two-way radio telephone service for craft in New York Harbor and nearby waters will become available commercially next Thursday morning, the New York Telephone Company announced this week. This new service follows tests the company has been making on seven boats in the harbor.

The cost of a call will be $3 for three minutes. Calls, it was said, could be made through any telephone. Long distance operators transfer the call to the marine operator for connection with all vessels equipped with the new radio telephone. The vessel called must be designated by name. The service will make possible quick communication in case of accidents and other emergencies in the harbor. It will make it possible for tugboat captains to communicate with their offices ashore without having to tie up to a pier or obtain the information through a system of signaling.

An improved method of calling the boats by a selective signaling apparatus is being used by the telephone company.

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INVENTOR SHOWS MACHINE TO CABLE DIFFERENT COLORS

A report from Paris last week indicates that Howard Ketcham, American inventor, demonstrated a machine for cabling color variations in the office of the Commercial Cable company there. The demonstration was made in sending colors of Paris dressmaking collections to New York.

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NEW YORK CITY AND PROGRAM MEANS SUCCESS

Following the policy adopted by the Atlantic Line Project, the Chicago Transit Authority will again demonstrate its outstanding technical power during the 1968 season without a commercial sponsor. Upon successful completion the technical season Gene Dean will announce one of the outstanding news of the Atlantic Coast Conference.

Many of the ACC games will be operated by the Atlantic Coast Network according to the one minute plan. Beginning the North Carolina game, many production jobs and News items will be fed to the Network via facilities of the Network. Other technical improvements by the Network are expected. Also through the Network network will be carried by the Network, this coordination is unknown.

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N.B.C. TRANSFER OF TECHNICAL PERSONNEL PENDING

Twenty-eight technical employees for work in New York Station on Lorenzo Wolvin will transfer permanently. Twenty remaining the New York Telephone Company employees will work. This is another indication towards the eventual one station operation in the Network.

The respective employees will be in the Union Authority. Only the best, ready to work through and telephone. Some employees operating transmitting equipment will be required to the Marine operations for transmitting also with regular equipment and also for mobile units. The respective employees are designated by name. The station will have operations quite comparable to some of the other Lorenzo Wolvin operations in the Network. It will have to provide for transmitting equipment with transmitting equipment without having to depend on other Lorenzo Wolvin stations. It will have to provide a maximum of equipment.

Reports are known to indicate the Lorenzo Wolvin operations operating approximately with other Lorenzo Wolvin stations.

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INVENTION PROVE MARKING TO CONSTRUCTION PLANS

A report from Corporation Inventions and Research Division Marketing, Incorporated, regarding the results of market research in the office of the Commercial Development Office. The Commercial Development Office of Inventions Marketing will present the report.

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NBC SHOWS "COST PER LISTENER" HAS DROPPED SINCE 1927

Citing the constantly growing radio audience, the National Broadcasting Company in charts just distributed seeks to show that the cost of radio advertising over its networks has decreased 56 per cent per listener since 1927.

"From 1927 to 1936 the number of radio families served by the nationwide NBC Red network increased from 4,297,000 to 22,400,000 or from 71.6% to 97.9% of all radio families in the United States", NBC said.

"During the same period the number of radio families served by the nationwide NBC Blue network increased from 4,174,000 to 21,500,000, or from 69.6% to 94% of U. S. radio families."

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INDUSTRY NOTES

Chicago Macaroni Company, trading as A. Morici & G. Matalone Company, Chicago, has been ordered by the Federal Trade Commission to cease and desist from the use of unfair methods of competition in the sale of a product designated "Italy Brand Table Oil." The respondent advertises by radio.

E. R. Riddle, who has been in charge of the activities of R.C.A. Communications, Inc., in the Philippines, has returned to New York to take up duty with the Engineering Department, 66 Broad Street.

Alleging unfair competition in connection with the sale of a hair treatment designated "Pro-Ker", the Federal Trade Commission has issued a complaint against Pro-Ker Laboratories, Inc., 10 East 49th St., New York City, a radio advertiser.

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CONSTRUCTION BEGIN ON NEW ANTENNA FOR WJZ

Construction was begun this week on a new 640-foot vertical radiator antenna for NBC Station WJZ, at Bound Brook, New Jersey, designed to make the key outlet of the NBC's Blue Network one of the world's most modern radio stations. The new antenna will be completed in time for operation on NBC's Tenth Anniversary, November 15th.

One of the most interesting features of the new antenna is the lighting system, worked out by engineers of the National Broadcasting Company, the Department of Commerce, and technicians of the air transport companiesin the metropolitan area. On top of the tower will be located an aviation beacon with duplicate filament bulbs of such intensity that, under favorable conditions. the light beam will be visible beyond Philadelphia. The huge light will flash 40 times to the minute, and will be supplemented by stationary lights on the three sides of the slender triangular tower. When the new antenna is completed it will represent all the latest advances in radio broadcasting, according to Raymond Guy, NBC Radio Facilities Engineer.

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ANGOLA OFFERS PROSPECTIVE RADIO MART

Although there is now only one amateur broadcasting station in Angola, the outlook in the Angola radio market may be considered as fairly good, according to Andrew W. Cruse, Chief, Electrical Division, U. S. Bureau of Foreign and Domestic Commerce.

"Plans are being made for the establishment of a radio network embracing the entire Portuguese empire", he said, "and the materialization of these plans together with the establishment of good broadcasting stations in Angola should result in a great increase in the use of radio receiving sets in the Colony. The gradual extension of electric current throughout the colony should also stimulate radio sales. On the other hand, the use of the radio is not apt, in the near future, to extend much beyond the relatively small foreign colony of about sixty thousand persons, nearly 97 percent of whom are Continental Portuguese."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF AUGUST 18, 1936

RC Recounts History, Future of Television.....2

FCC Approves Hearst Purchases at Special Meeting.....3

Press Radio Bureau Editor Calls Radio Insecure.....4
S ale of WOV for $300,000 Awaits FCC Approval.....4

Radio B oosts "Extra" On Murder Break.....5

Chinese Schools To Get 5,000 Radio Sets.....6
Five More Stations Quit NAB Over Copyright Row.....6

German Television Station On High Mountain.....7

Radio May Replace Phone In National Forest.....8
G. O. P. Uses "Chain" Plan To Get Listeners.....8

Hearst Seeks New Washington Station On 1240 KC.....9
WCBD Move To Chicago Favored By Examiners.....9
New Educational Programs Released By U. S.....9

Radio Set Popular With Foreign Legion.....10

FCC Explains Dual Use of Antenna.....11
Pacific Isles Soon To Have Radio Stations.....11
1926-35 Radio Tube Exports By U. S. Are Tabulated.....11

India To Make Transmitter Specifications.....12
Phonograph Sales Boosted By Radio.....12
CBS July Sales Up 42% In Seventh Record Month.....12

No. 954

RCA RECOUNTS HISTORY, FUTURE OF TELEVISION

Although television is not yet ready for public service in this country, the Radio Corporation of America has just published a comprehensive resume of recent technical developments in the art and a forecast of its future.

T he book, covering 452 pages, consists of addresses and papers previously delivered on television by RCA officials and engineers, but altogether it gives a broad view of the newest form of communication that has the whole industry talking and wondering.

Opening with past addresses by David Sarnoff, President of the RCA, the volume presents a broad view of the possible effects of television on radio, advertising, and the listener. It then launches into a series of papers on technical aspects of the art.

The purpose of the collection of papers, published by RCA Institutes Technical Press, New York, is explained in the following foreword:

"When the Radio Corporation of America began to speed the development of television more than fifteen years ago, its engineers immediately recognized that the future of the new art lay entirely in the field of electronics.

"At that time, however, there was as yet no starting point from which progress in an electronics method could be begun. The engineers were faced with the problem of moving forward from the then existing rotating scanning-disk system to a new method lying in a totally different division of science.

"How this was done, beginning with the inventions of Dr. V. K. Zworykin for transmission and reception and proceeding by evolutionary steps until mechanical means had been entirely replaced by electron rays, is now part of the history of television. For several years, the new system has been the subject of intensive and continuous research work, carried on at the expense of many million dollars, and today it has reached a high stage of development in the laboratory. What its efficiency will be under actual service conditions is now being determined by extensive field tests through which the many problems to be solved before commercial television is a reality will be answered. Whatever further modifications may be necessary, one thing is certain; by carrying on the development of television in the field of electronics, the art has been released from the limitation of things mechanical and has been placed on a sound, fundamental base for further progress.

It is the forward looking policy of RCA to continur this development in a spirit of cooperation with the radio industry; to achieve standards of television, not as a replacement of the present system of broadcasting but to carry the art another stop forward in usefulness by adding sight to already existing facilities. Other manufacturers already have received licenses to use the results of RCA's extensive research work and its inventions in television receivers and in the tubes used in such receivers, in order that the fullest possible use and freedom may be given to the expression of the art in public service."

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FCC APPROVES HEARST PURCHASES AT SPECIAL MEETING

Reversing its previous decision to hold a public hearing, the Federal Communications Commission at a special meeting the latter part of last week approved the transfer of the two remaining stations of the Southwest Broadcasting System to Hearst Radio, Inc. No explanation was given for the abrupt action.

The sales approved were those of KOMA, Oklahoma City, for some $ 75,000 and WACO, Waco, Texas, for $50,000. Last spring the FCC had passed upon the sale of KTSA, San Antonio, and KNOW, Austin, Texas, to Hearst for $180,000 and $50,000 respectively, also without a hearing. The commission action brings the Hearst-owned radio stations to ten.

The Commission at the same time approved the sale of the fifth Southwest System station, KTAT, Fort Worth, to Raymond Buck, Fort Worth attorney.

The two new stations which Hearst acquires are CBS outlets. KOMA operates on 1480 kc., a high-power regional channel, with 5,000 watts. WACO is assigned to the local channel of 1420 kc., with 100 watts. No announcement has been made by Hearst Radio Inc. regarding personnel, but it is assumed that these stations also will be under the regional direction of Elliott Roosevelt, son of the President and Vice-President of Hearst Radio, Inc.

The ten stations now owned by Hearst are WINS, New York; WCAE, Pittsburgh; WBAL, Baltimore; WISN, Milwaukee; KYA, San Francisco; KEHE, Los Angeles, and the Southwest stations--KTSA, KNOW, KOMA, WACO.

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PRESS RADIO BUREAU EDITOR CALLS RADIO INSECURE

Speaking on the Public Service Forum over Station WOV, New York, recently, James W. Barrett, editor of the Press Radio Bureau lauded the services of both the press and the radio but asserted that the latter's existence depends upon the will of Congress.

"In America," he said, "both press and radio have taken on the character of public servants, though conducted for private profit. Each is eager to bring you the latest news and the smartest and most intelligent comment on the news; each brings you the opinions of prominent men and women on the important questions and problems of the day; each is eager to cooperate with the medical profession, the churches, the welfare agencies, with state and city and federal authorities and all the other great servants of society. We all saw recently how effectively press and radio cooperated in the national drive for safety on the streets and highways.

"But there are important points of difference between these two great afencies. The press in America rests on a solid foundation of liberty, whereas radio exists by the will of the Congress and could be abolished by act of Congress. We are all familiar with the announcement that opens each radio day and closes each radio night. 'This is station so and so of the such and such company, broadcasting on a frequency of so many kilycycles by Authority of the Federal Communications Commission.'

"No such announcement appears at the masthead of your daily newspaper. But there was such a time when it did. That was back in the early days of American journalism, in the Colonial period. The newspapers, mostly weeklies, came out with the heading, 'Published by authority.' And in his history of American Journalism, Professor James Melvin Lee wrote: 'Nothing did more to hinder the development of American journalism than the requirement, "published by authority."'

" And he adds, 'Freedom of the Press came only after a hard-fought struggle.'"

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SALE OF WOV FOR $300,000 AWAITS FCC APPROVAL

Only the approval of the Federal Communications Commission stands in the way of the transfer of WOV, New York, from John Iraci to Arde Bulova, watch manufacturer. The deal, under negotiation for several weeks, was consummated last week with a price of $300,000.

The transfer upsets plans whereby the Paulist Fathers, owners of WLWL, would have bought and scrapped WOV, and then leased or sold WLWL, which would have acquired full time on 11 kc., to CBS. Mr. Bulova may now acquire WLWL on somewhat the same terms.

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RADIO BOOSTS "EXTRA" ON MURDER BREAK

One of the few instances of complete cooperation between a newspaper owned station and the newspapaper in producing an extra marked the break in the story, August 9, of the confession of Martin Moore, 22-year-old Negro hall boy of the Battery Park Hotel at Asheville, North Carolina, for the murder of Miss Helen C levenger, New York University co-ed, July 16, according to Editor and Publisher.

The newspaper owned station in Asheville periodically broadcast bulletins with the announcement that an extra would be published, resulting in the sale of 25,000 copies despite the fact that a competitor had preciously put out two extras.

The expected break was kept so quiet that all but Asheville newspapermen were caught unawares.

Radio station W WNC, operating in conju ction with the "Asheville Citizen-Times" its owner, broadcast a bulletin and the announcement that the newspaper would publish an extra as soon as all details were complete. The same bulletin was announced several times between broadcasts while newspapermen worked on the complete story.

The Times' extra did not get into the streets until two hours after the first bulletin which was made on the sheriff's announcement at 1:30 P. M.

When the extra did hit the streets at 3:30, the radio announcements had brought hundreds of people to the doors of the newspaper office for the edition. According to the Times, more than 25,000 copies were sold, which is believed to be a record for cities of Asheville's size.

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American exports of radio during the fiscal year ending June 30 totalled $26,176,153, an increase of 3.76 percent over the fiscal year of 1935, according to RMA compilations of official reports of the United States Bureau of Foreign and Domestic Commerce.

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CHINESE SCHOOLS TO GET 5,000 RADIO SETS

Utilization of the radio and motion picture as a means of education forms the principal feature of a comprehensive program worked out by the Chinese Ministry of Education for the promotion of popular education, according to the United States Commercial Attache at Shanghai.

All provinces and municipalities, according to the project, will be instructed to install a total of 5,000 radio receivers within the year to receive educational broadcasts. Installation subsidies will be granted by the Ministry of those provinces and municipalities which are in need of funds. Radio operators will be trained and sent to the provinces and municipalities to take care of the radio apparatuses.

Meanwhile, different broadcasting stations will be instructed to sponsor educational programs on the air. Radio broadcasts will be arranged by the Ministry and will be published in book form afterwards.

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FIVE MORE STATIONS QUIT NAB OVER COPYRIGHT ROW

Following the lead of Isaac D. Levy, of WCAU, Philadelphia, who left the ranks of organized broadcasters in a huff in July, five more broadcasting stations have quit the National Association of Broadcasters, it was learned this week.

They are WNAC, Boston, WEAN, Providence, and WICC, Bridgeport, three of the four stations owned by John Shepard 3d, Yankee Network president; WSYR, S yracuse, headed by Harry S. Wilder, and WGST, Atlanta, prinipally owned by Sam Pickard, CBS vice president.

Mrs. S hepard asserted that he had withdrawn three of his four stations because he was not in sympathy with the NAB Copyright Bureau project. With one station--WAAB, Boston--remaining in the trade association, he declared he still is a member of the NAB. He said that he was in no way fostering any anti-NAB movement.

A similar view was taken by Mr. Wilder, in submitting the resignation of WSYR. He said he could not go along with NAB policies and particularly disliked the "network baiting". He said also that he had no intention of joining any second association as that proposed by Mr. Levy.

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GERMAN TELEVISION STATION ON HIGH MOUNTAIN

The Reichspost has decided to transform the television broadcasting station on the Brocken (the highest mountain in the Harz, Prussian Province of Saxony) from an experimental station into a regular station, according to the American Consulate at Leipzig. The television broadcasting experiments, which were made on the Brocken during the past year, are said to have now been satisfactorily concluded. The erection of the broadcasting station, according to the report, is to be begun within the next few days. The inauguration is expected to take place next year.

The report further states that a second television broadcasting station will be erected on the Feldberg in the Taunus, Province of Hesse-Nassau, where the necessary experiments have likewise been completed.

According to the report, these two broadcasting stations will be the starting-points of a decisive development with regard to television in Germany. It is said that they will be followed by other television broadcasting stations until even the smallest place in Germany will be connected with the television service.

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Introduction of an ordinance in the Milwaukee city council to prohibit automobile radio was followed promptly by opposition from RMA and Milwaukee jobbers and dealers and further consideration of the proposed ordinance has been postponed at least until October. If revived or reintroduced the ordinance will be vigorously opposed by RMA, the automotive and also the radio trade, broadcasters', motorists' organizations and others.

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8/18/36

RADIO MAY REPLACE PHONE IN NATIONAL FOREST

Radio may soon replace telephone communication in the Monongahela National Forest of West Virginia. Providing experiments now under way prove successful, radio sending and receiving sets will be installed in lookout towers, ranger stations, and the supervisor's office in Elkins, making communication in case of fire more rapid and efficient.

According to M. R. Squibb, forest service radio specialist in charge of the experiments, the sets are compact enough to be carried directly to the fire line by the fighters. In this way the man on the fire can keep in communication with the central office and the forest guard on the lookout, relaying existing conditions and calls for help, without the necessity of stringing miles of emergency lines.

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G. O. P. USES "CHAIN" PLAN TO GET LISTENERS

Seeking to increase the number of listeners to Republican broadcasts, the radio division of the Republican National Committee has applied the chain-letter system over a nationwide hook-up.

The announcer for William Hard, the committee's commentator, asked his listeners to become "radio captains" or guiding spirits" in a Republican telephone chain. This is how it works:

Whenever an important Republican program is scheduled, these radio captains will telephone five friends who in turn will call five of their friends, thereby spreading word that Mr. Hard's "news for voters" or some other important Republican utterance is to go out on the airwaves.

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HEARST SEEKS NEW WASHINGTON STATION ON 1240 KC.

B locked in an attempt to force the heirs of M. A. Leese to sell WMAL, Hearst Radio, Inc., this week filed an application for a new broadcasting station in Washington, D.C. for operation on 1240 kc., 1 kw. power, unlimited time, using a directional antenna.

Both the Washington Post and the Washington Daily News are also seeking radio outlets in the National Capitol.

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WCBD MOVE TO CHICAGO FAVORED BY EXAMINERS

The Federal Communications Commission this week was advised by Examiner George H. Hill to permit the transfer of WCBD, Waukegan, Illinois, from Wilbur Glenn Voliva, Ernest E. Harwood, and M. J. Mintern to Gene Dyer, E. M. Ringwald, L. E. Moulds, and W. F. Moss and to permit the station to disignate its Chicago studio its main studio, thus in effect making it a Chicago outlet.

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NEW EDUCATIONAL PROGRAMS RELEASED BY U. S.

The crusade to improve radio broadcasting through the presentation of educational programs of quality has advanced another step under the direction of the Educational Radio Project of the United States Department of the Interior.

The latest series will be known as "Interviews With the Past" and is being prepared in finished script form for the use of local stations rather than for network presentation. Joint announcement of the series' completion comes from United States Commissioner of Education J. W. Studebaker and James W. Baldwin, managing director of the National Association of Broadcasters.

"Interviews With the Past" are imaginary interviews by a group of reporters for a school paper--the subjects being Benjamin Franklin, William Shakespeare, Queen Elizabeth, Napoleon

Bonaparte, Catherine of Russia and George Washington. Passages placed in the mouths of these historical figures are taken faithfully from exact language recorded in history.

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RADIO SET POPULAR WITH FOREIGN LEGION

Among the 48,000 receiving sets which have just been registered throughout Algeria one is well worth mention, according to World Radio, British Broadcasting Corporation organ. This is the property of the soldiers of the Foreign Legion. It has been installed at Bel-Abbes, the cradle of the legion, where all the newly-enlisted soldiers make acquaintance for the first time with the famous regiment, and to which, after watching over the front of the French overseas Empire, they come back to rest.

This set deserves the name of "speaker-singer of all the European countries." It soon proved the best conrade to these men--to the young, as well as to the grey-headed ones--come from all parts of Europe, and serving France, more often than not under a false name.

A theatre, a band of musicians--famous even beyond Algeria--a large library equipped with books and magazines written in many tongues, and a large, comfortable leisure room were the chief attractions offered to them by their new family-in-uniform prior to the newest asset, the receiving set.

In the evening, grouped around the small magical box, a soldier will switch on, and a distant voice--the voice of the never-forgotten native land--is heard; a voice from London...from Madrid. .from Berlin...from Rome...a relay from a near-Eastern village... Perhaps there is no voice, however strange, that cannot wake an echo in some bosom in that room, and cause some hard-faced soldier to pause in a game of cards, or close the book he is reading, the better to listen to a song which perhaps he heard or sang yonder in his village. Such is this queer link with many Homelands--perhaps the only contact many of them will ever know again.

The concert lasts till, outside, the bugle sounds the curfew.

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FCC EXPLAINS DUAL USE OF ANTENNA

Because of requests from various broadcast licensees for authority to use a common radiating system for two or more radio stations, the Broadcast Division of the FCC has made the following ruling in this regard:

"Two or more broadcast stations owned by the same licensee may be permitted to use a common antenna, but different licensees will not be authorized to use the same antenna simultaneously since both licensees under such conditions of operation cannot have complete control of all the apparatus which directly controls the external effects of the station."

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PACIFIC ISLES SOON TO HAVE RADIO STATIONS

Radio stations on Baker, Howland and Jarvis Islands, 1,000 miles south of Honolulu, will be sending reports to the outside world within three months, it was reported this week when the Coast Guard cutter Itasca docked at Honolulu with a group of eight boy colonists.

W. T. Miller of the United States Department of Commerce and R. B. Black of the Department of the Interior, who made the cruises said dwellings being erected on the three mid-Pacific specks of land were virtually completed. When the Itasca sails out again in October or November, radio equipment will be taken along. Aerological stations on Jarvis and Howland Islands are now gathering upper-air data, which will be tabulated and which will be the chief subject matter transmitted when radio operation is begun.

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1926-35 RADIO TUBE EXPORTS BY U.S. ARE TABULATED

United States exports of radio receiving tubes from 1926 to 1935, inclusive, are tabulated by countries and years in tables just released by the electrical division of the Bureau of Foreign and Domestic Commerce. Copies may be obtained at 25 cents from the Commerce Department.

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INDIA TO MAKE TRANSMITTER SPECIFICATIONS

Unofficial information indicates that the Department of Posts and Telegraphs of the Government of India is shortly to issue type specifications for various sizes of radio broadcasting transmitters for future purchase in India, according to the United States Trade Commission at Calcutta.

Firms all over the world will be requested to make bids in exact accordance with these specifications and the Posts and Telegraphs Department will decide in conjunction with the Indian Stores Department which bids are the better for various individual sizes and it is then probable that purchases will be made for future requirements from the firms so selected.

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PHONOGRAPH SALES BOOSTED BY RADIO

A 150% gain in sales of phonograph records since 1933 is credited mainly to radio by executives of the music merchandising business, according to announcement by NBC. The boom in record sales as a result of broadcasting comes on the heels of a report by the National Piano Manufacturing Association that radio was largely responsible for a 300% increase in piano sales during the past year.

NBC points out that radio has not only educated listeners to appreciate music but has created in them a desire to participate to the extent of selecting their own programs and artists.

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CBS JULY SALES UP 42% IN SEVENTH RECORD MONTH

Time sales on the CBS network for July, 1936, totalled $ 1,292,775, an increase of 42% over billings for July, 1935, marking the seventh consecutive month that CBS revenue has increased the gap between this and last year's figures. Cumulative total for the first seven months of 1936 is $12,478,550, an increase of 23,1% over the same period in 1935.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF AUGUST 21, 1936

Don't Give Radio Public What It Wants - Educators.....2

Gadget Invented To Choke Off Crooners Et Al.....4

Television Reported Flop At Olympics.....5
Political Radio Drive Likened To Merchandising.....5

CBS Leases Manhattan Theatre In N. Y. City.....6

Farnsworth Impresses FCC With Television Request.....7

RCA Institutes Not Giving Course in Television.....8

Elder Michaux Devotes Radio Wealth To Race Memorial.....9

Bar Group To Consider Curb On Court Broadcasts.....10

India To Construct Chain Of Radio Stations.....11

U. S. Provides Equipment For Panama Station.....12
Industry Notes.....12

No. 955

DON'T GIVE RADIO PUBLIC WHAT IT WANTS - EDUCATORS

Broadcasters were advised this week by the National Committee on Education by Radio not to give the radio public what it wants in the way of entertainment. The inference was that the radio listener hasn't grown up--intellectually--yet.

The Committee proposes that the audience be trained from the elementary schools up through high school so that the next generation will have better taste.

"The vast majority of American listeners are still largely uncritical," the Committee states in its current bulletin. They respond readily to cheap appeals and their program preferences are not of a high order. Radio programs have been directed too frequently at this general level with utter disregard of the significant minorities who do appreciate better things but who fail to register their point of view in fan mail. These more discriminating listeners, by virtue of this very quality, are less likely to respond to contests or to appeals for letters. Their more numerous fellow countrymen, on the other hand, register their approval of programs by both volume of sales and mail response. A growth in discrimination on the part of these average listeners is needed if radio programs are to be continuously improved. Such a growth will come partly through the stimulation of the broadcasters, but most of it will be in response to a concerted effort to develop a critical public.

"Experience in the parallel field of motion pictures indicates that discrimination can be developed among both adults and boys and girls. When schools and adult organizations together tackle this problem, such a development will not be long in making itself felt. The decided improvement in the quality of motion pictures which has taken place in the last two years has been in no small measure a direct effect of the countrywide effort to develop discrimination in this field. A similar result may be expected with regard to radio.

"Radio listening plays such an important part in the lives of modern boys and girls as to demand treatment in the school curriculum. Certainly one important objective of education is that of acquainting pupils with the influences affecting them, and helping them to develop technics for controling such influences. If for no other reason than this, radio, with its slice of over two hours daily from the waking time of boys and girls, needs

examination and interpretation. It refuses to be ignored. Educators may deny school time to this new instrument, but the radio will do its educational job--good or bad--to boys and girls outside of school hours. It is only sensible that the school make a place for the development of discriminating listening so that boys and girls may learn to distinguish the good and the bad, to separate the wheat from the chaff.

"To discriminate is, according to Webster's, 'to separate by discerning differences'. One important goal in such work, then, will be the develppment of skill in separating good programs from bad, honest representations of life from dishonest, factual presentations from propaganda, good artistry from sham. This implies the examination and study of many programs representing a wide range of type and quality.

"To gather in usable form for teachers materials needed in teaching radio program discrimination, the bureau of educational research at the Ohio State University is now developing a bood for students which will combine narrative and expository material. This book, prepared under the direction of a committee representing the Ohio State University, the Ohio State Department of Education, the Ohio Radio Education Association, and the Payne Fund, will bring to each pupil interesting data on both the production and consumption side of radio communication. It is being developed in experimental form, and will be tried out and revised several tiies before being published. Experience indicates that, ordinarily, the most rapid strides are made in introducing new content into the high school curriculum when books and pamphlets for pupils are readily available.

"A united effort to promote the study of radio programs on the part of such organizations as the National Congress of Parents and Teachers, the YMCA, the YWCA, the International Council of Religious Education, and Catholic and Jewish organizations, will reach a large share of the adult public. Here, too, materials are needed.

"The next five years will see marked progress in introducing radio program discrimination into the schools, and, through adult organizations, into the public consciousness. That this will have ultimately an important effect upon the kind of programs offered to the listening audience cannot be doubted."

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The total number of boradcast receiving licenses in force in New Zealand at December 31st last was 185,008, representing an increase of more than 35,000 during the year.

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GADGET INVENTED TO CHOKE OFF CROONERS ET AL

A Washington amateur inventor claims to have developed a gadget that will enable bored listeners to shut off croomers, political speakers, and other unwelcome radio performers merely by pushing one of five buttons on a receiver.

As described by an enthusiastic purchaser at $7.50, the device patented by Floyd G. Caskey, works somewhat as follows:

"This new deluxe model is about the size of a cigaret box. Its shiny top is decorated with five pearl buttons. Push button No. 1 and the radio remains peaceful for one minute. No. 2 shuts off long-winded announcers for three minutes.

"No. 3 silences givers-of-advice to the lovelorn for five minutes. No. 4 puts a quietus on political orators for fifteen minutes, while No. 5 keeps a crooner outside for a full half hour.

"Caskey contemplated adding a sixth button, but abandoned the plan after considerable thought, on the theory that if five buttons weren't enough, only an ax could achieve results.

"With this apparatus you can sit comfortably and turn off the radio before a crooner can start. It maintains a golden silence during his performance and then you can switch the set on again after he has finished."

Three years ago Caskey was sitting in his parlor listening to an orchestra program when all of a sudden somebody started to tell him he'd better eat wootsie-tootsies or all his hair would fall out, according to his partner, George R. Morrise.

"The longer the loudspeaker lectured about the dangers of dandruff, the madder Caskey got", Morrisey explained. "He didn't have dandruff. Only dander. He said something ought to be done. He did it.

"His first radio turner-offer was a little box on the arm of his chair. It had one button on the outside and an electric clock within. As soon as an aerial salesman started to sell Caskey anything he didn't want, he'd puch the button and his radio would remain silent for one minute.

"This model was fine as far as it went, but he soon realized it didn't og far enough. It would interrupt a crooner for a minute, all right, but when the minute was up, all Caskey could do was put his fingers in his ears.

"What his invention needed was flexibility. He went down into the cellar, out of Mrs. Caskey's way, and there he perfected his invention, slowly, lovingly."

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TELEVISION REPORTED FLOP AT OLYMPICS

Television was a flop in connection with the Olympic games in Berlin, according to a German correspondent.

"German post office department undertook to televise all the important athletic contests from stadium and swimming pool," the Berlin dispatch said. "Pictures and accompanying sound were broadcast on two ultra-shortwaves. Definition of 180 lines, 25 frames per second, was very unclear and unsatisfactory. Two intermediate mobile television vans and three electric eyes were used.

"Attendance at first day's demonstration was very meager as government withheld announcement from press and public until the last minute. Those who did come to the Post Museum television station saw pictures on a large screen with shadowy outlines and partly unrecognizable.

"Television under practical, rather than controlled laboratory conditions, produced results below what arranged tests have achieved heretofore.

"This disappointing transmission is deemed to have hampered progress of television here. General feeling is that commercially practical television is still several years off. Public interest in the novelty was extremely tepid.

"Some eighteen new public television receiving rooms were added for the Olympic games. About a dozen already in existence were scattered through Berlin. Large screen cathode ray-type projection equipment was used."

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POLITICAL RADIO DRIVE LIKENED TO MERCHANDISING

"Radio influence in the political campaign goes much deeper than the new entertainment technique in actual programs," says Variety. The rest of the tricks developed by commercial broadcasting are also being employed. Candidates are sold in packages like candy. Special selling copy for foreign language groups,

testimonials from celebrities, appeals to various income groups and the whole rigamarole of radio advertising agencies are being twisted to fit the campaign.

"Men trained in network and advertising agency jobs are prominent this year in the campaign propaganda factories. Such personnel, in fact, tends to rank with the newspapermen who have traditionally been prominent as behind-the-scenes manipulators.

"Political parties are being reduced to merchandise which can be exchanged for votes in accordance with a well-conceived marketing plan taking stock of income levels, race, local problems, exactly as does a commercial sponsor. This differs no whit from the tactics employed by Lifebuoy, Chase & Sanborn, or any other of a thousand consumer commodities.

"Radio is held chiefly responsible for getting both political parties off the old oratorical wind and free cigars standard. Prez F. D. R.'s aptitude with a mike set a competitive standard that others had to follow. Furthermore, since radio audiences are used to better and better grades of ether bait, the politicos now find themselves in the show biz if they want to make any impression on listeners. Once in the radio show biz they necessarily have to adopt all the marketing frippery invented by advertisers and agencies to make the job complete."

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CBS LEASES MANHATTAN THEATRE IN N. Y. C.

Leasing and conversion of the Manhattan Theatre, 1697 Broadway, New York, as a radio playhouse, with a seating capacity of 1.300, was announced this week by the Columbia Broadcasting System.

Columbia officials said that the move was being made to meet the demand for larger studio facilities, especially to accomodate the amateur-hour broadcast headed by Major Bowes, which will be shifted from the WEAF network to WABC in September.

The Little Theatre, 244 West Forty-fourth Street, which had been used as a radio playhouse studio of 475 seats, since February, 1935, will be vacated by the Columbia System on October 1, when the lease expires.

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[illegible] from celebrities, appeals by radio [illegible] [illegible]
o the world [illegible] of radio advertising agencies are being
[illegible] to fill the evening.

"When stations in [illegible] [illegible] [illegible] [illegible] from the
[illegible] this year on the [illegible] [illegible]. [illegible]
[illegible]. To [illegible] [illegible] in [illegible] with the [illegible] [illegible]
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[illegible] [illegible] to [illegible] the [illegible]."

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THE LARGE MANHATTAN THEATRE TO C. B. S.

Leasing and renovation of the Manhattan Theatre, [illegible]
Broadway, New York, as a radio playhouse, with a seating capacity
1,000, was announced this week by the Columbia Broadcasting
[illegible].

Columbia officials said that the last two [illegible] [illegible] [illegible]
of the demand for larger studio facilities, especially to accommodate
the [illegible] [illegible] by [illegible] [illegible] which will
[illegible] from the WABC network to [illegible] in [illegible] [illegible].

The Little Theatre, 240 West Forty-Fourth Street, which
[illegible] as a radio playhouse [illegible] [illegible], since [illegible]
[illegible], will be [illegible] by the Columbia [illegible] [illegible]
[illegible] [illegible].

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8/21/36

FARNSWORTH IMPRESSES FCC WITH TELEVISION REQUEST

Philo T. Farnsworth, who several years ago achieved the name of "the boy wonder in television", presented such convincing evidence that he knew what he was talking about at a FCC examiner's hearing on Thursday, August 20, that indications are that he will be given an experimental visual broadcasting permit to erect a station near Philadelphia.

On behalf of the Farnsworth Television Company of Pennsylvania, Mr. Farnsworth applied for a single construction permit for experimental, visual and synchronized sound track of frequencies 60,000 to 80,000 kilocycles and 42,000 to 56,000 kilocycles with 1 kilowatt power. His work, he said, had now progressed to a point beyond which it cannot be carried much further without the privileges conferred by the desired permit.

The system developed by Mr. Farnsworth in the course of researches and experimental work extending over a period of eight years and involving the expenditure of from $700,000 to $800,000 is an all electric system of high definition having none of the flying disks or other mechanical devices used in earlier experiments with television.

According to James P. Buchanan, FCC engineer who was the last witness at today's hearing, Mr. Farnsworth's researches "promise substantial contributions to the art of television."

On the basis of observation of two demonstrations conducted by Mr. Farnsworth, one a year and a half ago, and the other last Tuesday, Mr. Buchanan told Rosel Hyde, FCC examiner, before whom the hearing was held, that the results of both were good with "considerable improvement" between the demonstrations.

"The clearness and detail of his pictures in outdoor scenes was really remarkable," Mr. Buchanan said. "The absence of flicker" in Mr. Farnsworth's television picture was another point emphasized by Mr. Buchanan. This likewise was stressed by Donald K. Lippincott of San Francisco, consulting engineer and patent lawyer, who appeared as attorney for the Farnsworth Company. Testifying as an expert familiar with the results achieved at home and abroad, Mr. Lippincott said that Mr. Farnsworth "has progressed much further in production of detail and elimination of flicker than others in this country and than either the Baird Television in England or the Ferenseh Company of Germany.

In reply to questions designed to establish the financial responsiblility of his company Mr. Farnsworth testified that it was wholly owned by a California corporation and financed by its stockholders to whatever extent was required in addition to its earned income. He said he was not authorized to disclose the names of those who had or would put up most of the money for the research and experimental work of his company, but named as three of the stockholders J. B. McCargar, George Everson and Seymour Turner, son of Frank T. Turner, all of San Francisco.

Mr. Farnsworth's testimony in support of his application was developed in answer to questions adked first by his own counsel, Henry Temin of Philadelphia, and afterward by Tyler Berry, counsel for the commission, with occasional direct queries by Mr. Hyde. He was followed on the stand by Mr. Lippincott, and by Mr. Buchanan.

The evidence presented will be examined by Mr. Hyde and reported to the commission for action within four to six weeks.

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RCA INSTITUTES NOT GIVING COURSE IN TELEVISION

RCA is not giving courses in television nor does it contemplate putting television receivers on the market early in 1937, Horton Heath, of the RCA department of information, writes to deny a story reprinted by the Neinl News Letter last week.

The letter follows in full:

"In your August 14th Communications Letter there appears a news item entitled, 'Television To Be Early 1937 Reality Says RCA Institute'. This article, which seems to be based upon a story which ran in the New York World Telegram of August 10, contains a number of inaccuracies which we feel it would be to your interest and that of your subscribers to correct.

"RCA Institutes is not now conducting, and has never conducted, any course in television. The course referred to is a special sound course for members of the Moving Picture Operators Local 306. No instruction in television is given in the course.

"There is no foundation whatever for the statement that RCA television receiving sets will be put on the market

'shortly after Christmas', or at any other specified time; or that whenever in the future such receiving sets may be manufactured they will be put on the market for 'less than $200' or any other specified amount.

"The prospect of the commercial introduction of television is in the same status today that it was last June during hearings before the Federal Communications Commission, at which time the indefinite nature of the prospect was clearly stated and explained by David Sarnoff and others.

"Whatever statement may have been made to some newspaper reporter which formed the basis for the report quoted in your August 14th letter was wholly unauthorized, and was not mady by any member of the RCA organization."

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ELDER MICHAUX DEVOTES RADIO WEALTH TO RACE MEMORIAL

Elder Lightfoot Solomon Michaux, one-time fish peddler and now Washington's famous evangelist of the air, this week was singing his famed "Happy Am I" anthem with unusual gusto. For his dream had come true.

Also pleased was Harry Butcher, vice president of the Columbia Broadcasting System, who discovered and developed the colored evangelist into one of the most popular non-commercial radio features of WJSV. For several years he also was on CBS.

Some time ago Elder Michaux began digging into history to locate that section which might be called the cradle of Negro slavery in the United States. He decided it was Jamestown, Virginia.

This week he announced he had acquired 1,100 acres of land within sight of historic Jamestown Island, and that thereon would be established "The National Memorial to the Progress of the Colored Race in America."

The dynamic pastor of the Radio Church of God, whose sermons and lively hymns have been heard by millions over the air, outlined ambitious plans for his memorial on the James River.

He said it would become a "Mecca" for thousands who annually will journey there for sports on water and land; for

educational facilities; for "song fests to equal those held annually in Germany and in Switzerland;" for conferences and conventions. Radio apparatus will be installed, Elder Michaux said, to broadcast the musical, educational and spiritual programs.

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BAR GROUP TO CONSIDER CURB ON COURT BROADCASTS

The American Bar Association will consider proposed curbs on newspaper and radio "hippodroming" of American criminal justice when it meets in annual convention at Boston the week of August 24.

A report criticizing the actions of the press and the radio at sensational court trials was released this week by the association's committee on criminal procedure and will be presented at the Boston meeting. The major part of the critical report was aimed at newspapers.

Stressing publicity given the trial of Bruno Hauptmann for the kidnapping of the infant son of Colonel and Mrs. Charles A. Lindbergh, the report proposes enactment of legislation that would strengthen existing contempt of court statutes.

"The most serious criticism of American criminal procedure today," the report said, "is that the judges of the courts permit newspapers to usurp the court's own duties and functions.

"Newspaper interference with criminal justice always appears most flagrantly in celebrated criminal cases. Those judicial proceedings, therefore, in which American criminal justice most needs to be a calm investigation of the truth are, on the contrary, most violently 'hippodromed' and 'panicked' by the press."

Citing proposals advanced in the past for "correcting the present system," the report suggested that a new statute might be enacted to give the courts more broad powers of punishing for contempt as a weapon for controlling publicity in criminal trials.

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INDIA TO CONSTRUCT CHAIN OF RADIO STATIONS

Immediate construction of a radio chain of nine new transmitting stations, located in various parts of India, was recommended in a recent report to the government made by H. L. Kirke, director of the British Broadcasting Company's research department.

Construction of an elaborate radio system is in keeping with Viceroy Lord Linlighgow's announced policy to make the fullest possible use of radio. This medium will be used extensively in India's new campaign of rural reconstruction.

Kirke has just completed an intensive study of broadcasting problems in this country. He recommended that the first consideration must be distribution.

To carry out this program he reported medium wave retransmitting stations should be established in various parts of India. These stations should cater in language and program material for the province in which they are located.

Kirke's report indicated India offers a large field to the manufacturer who can produce cheap, simple receiving sets. At present Japanese sets are about the only ones on the market. British firms have, according to the report, scarcely touched this field.

At present virtually all broadcasts are made from Delhi, Calcutta and Bombay. Empire shortwave programs are rebroadcast for English listeners.

Considerable research work is to be undertaken immediately to enable maximum benefit from large sums of money the government plans to spend on radio broadcasting.

Indial universities and three scientific institutes already have started work on various radio and broadcasting problems

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The Swedish Postmaster-General has placed a contract for the erection of a 100-kw. regional broadcasting station at Horby (Scanla) with the Telefunken Company. Preparatory work is already in progress. The new transmitter will be of a similar design to those at Berlin, Hamburg, Breslau, and Langenbert (Cologne).

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U. S. PROVIDES EQUIPMENT FOR PANAMA STATION

Equipment from the United States has arrived on the Isthmus of Panama for a radio broadcasting station which will be established in the city David, Province of Chiriqui. The station has been licensed by the Panama Government to operate with 200 watts on a wave length of 11.740 kc., and has been assigned the call letters HPSL. The station will be known as ASIUL AIRAM, which is the phrase MARIA LUISA in reverse.

Leo Marchowsky is the manager of the company which is known as Compania Chiricana de Radiodefusion y Television, S. A. It was organized as a stock company in Chiriqui and is said to be principally supported by subscriptions amongst the residents of that region.

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INDUSTRY NOTES

The Philadelphia Orchestra will begin early in November a series of weekly broadcasts over the nationwide CBS network, under the sponsorship of a group of financial institutions, including the Chase National Bank of New York, the First National Bank of Chicago, the Pennsylvania Company of Philadelphia, and the Marine Midland group.

The Mutual Broadcasting System, through the facilities of the British Broadcasting Corporation, will present many of the outstanding transatlantic programs this fall. Arrangements are also being made by the BBC with the Canadian Radio Commission to facilitate the relaying of programs picked up by Canadian short wave stations to the Mutual network. These arrangements were negotiated with the BBC by John Steele, Mutual Broadcasting System's London and European representative.

False claims for the therapeutic value of "Nuga-Tone" are alleged in a complaint issued by the Federal Trade Commission against National Laboratory, 767 Milwaukee Avenue, Chicago, a radio advertiser, which sells that product as a treatment for diseases of the stomach, intestinal and other organs.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF AUGUST 25, 1936

FCC Says KNX Should Earn 16% Despite High Prices.....2

Nets Consider F.D.R. Drought Tour Non-Political.....4

Zenith Sets Record For First Quarter.....5
Radio Static Law To Be Tested In New York.....5

Hard Says He's Not Paid By G.O.P. For Broadcasts.....6

Butcher Finds Radio Has Reputation For Fairness.....7
French Town Crier May Resort To Aid of Radio.....7

Walker Denies Any Change Planned In Phone Inquiry.....8

FCC Issues Revision Of Rules On Ultra-High Waves.....9

Power Industry Seeks 16 Radio Waves.....11
Columnist Pokes Fun At G.O.P. "Chain Letter Idea".....11

No. 956

FCC SAYS KNX SHOULD EARN 16% DESPITE HIGH PRICES

Striking testimony as to the earning power of a first-class radio broadcasting station was given this week by the Federal Communications Commission in a statement explaining the grounds for its decision approving the sale of KNX, Los Angeles, to the Columbia Broadcasting System. The FCC order became effective August 18.

Although CBS startled the industry several months ago by buying KNX for $1,250,000--the largest sum ever paid for a single station--the FCC in commenting on the deal said:

"On the basis of the present and probable future earnings of KNX, the consideration to be paid by Columbia for all of the outstanding stock of Western Broadcast Company would earn a return on the investment of approximately 16 or 17 percent. While the actual value of the property and equipment of Station KNX is considerably less than $1,250,000, it appears that consideration should be given to the earning power of such an investment as well as to the fact that a very large listening public in the western area will receive the Columbia service, where it has not heretofore been available."

The FCC also placed itself squarely on the record in favor of competition in the broadcasting field.

"It also appears to be sound policy to permit Columbia to better its facilities in the Los Angeles area", the report states. "It has been the experience of the Commission that where strong competition exists, the public receives a good broadcasting service. This is necessarily true because a station must depend upon its listening audience and its ability to maintain the same in order to obtain the support of advertisers, and the only way which the Commission knows for a station to keep and maintain an audience is through furnishing a good program service. This, in brief, we believe will be accomplished through approval of the application under consideration.

"It is common knowledge that the largest competitor of Columbia is the National Broadcasting Company, which latter company maintains a large organization on the West Coast and either operates or is affiliated with a number of the larger

and more important stations in that area, including KFI, Los Angeles, 50 kilowatts, unlimited time (the only other 50 kilowatt station in Los Angeles), KGO, San Francisco, 7½ kilowatts, unlimited time, and KPO, San Francisco, 50 kilowatts, unlimited time. The last two named stations are licensed to the National Broadcasting Company, while the first named carries National Broadcasting Company programs under contract. It appears, therefore, that the approval of the proposed transfer of control will not only permit of a Columbia originating station at a point where many programs of a national character are originated, but will strengthen competitively the status of the Columbia system on the West Coast."

Commenting further on the KNX deal, the FCC stated:

"The balance sheet of the Western Broadcast Company as of January 31, 1936, shows assets in the amount of $380,870.14 and liabilities in the same amount. It was shown that the original cost of the transmitting equipment, including the antenna system, amounted to $177,982.15, while the present depreciated value is $63,763.30. The Commission's Engineering Department estimated that the replacement value of the entire technical plant, including the studio equipment, would be $217,237.85.

"A statement of income and expenses of the Western Broadcast Company for the two years and one month ending January 31, 1936 shows net profits of $35,393.63 in the calendar year 1934, $107,933.70 in the calendar year 1935, and $6,361.66 for the month of January, 1936, said sums representing net profits before payment of Federal income tax. Considering the present station rates, as well as the steady increase of business that has occured during the past two years and likewise considering the profit for the month of January, 1936, it is reasonable to assume that the net profit from the station's operation for the calendar year 1936 will be in the neighborhood of $200,000."

The FCC commends CBS for its commercial policies and plans for expansion on the Pacific Coast.

"It appears that Columbia has adopted certain specific policies as to commercial programs which are worthy of mention," the report states. "Advertising on commercial features is limited to 10 percent of the time at night and 15 percent during the daytime, with an additional forty-second period on fifteen-minute programs for routine identification. Advertising of products having laxative properties, depilatories, and deodorants is barred, as well as any discussion of internal bodily functions or other matters not in general and ordinary good taste. Care is exercised

in the broadcasting of features harmful to children and continual experiments are conducted to develop programs of benefit as well as of an entertainment value to child listeners. All commercial continuity is carefully prepared and examined and advice of the various federal and state authorities is followed in the advertising of all products.

"It is shown that the plans of the Columbia system contemplate additional representation on the West Coast and that said system is now in the process of building its own organization in that area. Rapid development in transportation, together with the motion picture production activities in Los Angeles, have combined to make the West Coast an important section for program originations, as well as for commercial sales activities."

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NETS CONSIDER F.D.R. DROUGHT TOUR NON-POLITICAL

The radio networks have decided to accept the word of President Roosevelt in good faith with regard to his tour of the drought-stricken middle west and will "cover" its high spots without charge to the Democratic National Committee.

To insure fair play, however, they will give Governor Landon as much opportunity as the President for speaking over the air on the drought problem. Both presidential candidates will probably be heard when they meet at Des Moines for a conference with other governors.

So far only one address by President Roosevelt has been scheduled for the drought tour and that will be in connection with a bridge dedication at Hannibal, Missouri. It will be broadcast locally only.

The President has not yet been charged for time on the air, although the campaign formally opened following the Democratic National Convention in mid-June. The Republican National Committee has paid for one Landon address, that given August 22 at Middlesex, Pennsylvania.

Because the networks carried a non-political address by Mr. Roosevelt from Chautauqua, New York, they will not charge the G.O.P. for Governor Landon's address there this week with the understanding that it also will not deal with pure politics.

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ZENITH SETS RECORD FOR FIRST QUARTER

Zenith Radio Corporation reports an operating profit for the first quarter ended July 31 of its current fiscal year amounting to $706,940 after depreciation, excise taxes, royalties and liberal reserves but before Federal income and profits taxes or possible assessment against undistributed profits, as per the company's books, according to Hugh Robertson, VicePresident and Treasurer.

This is the largest profit which Zenith has ever earned in any quarter of its history despite the fact that the first quarter is usually the most difficult in which to make any profit.

"Shipments so far this month and orders on hand indicate a much greater volume for August than was originally anticipated. Orders already on hand for September shipment exceed the scheduled production for the month. Production for October will be scheduled early in September based on any orders we may be unable to fill during September and our Distributors' orders for October shipment."

While the volume of business done during the quarter was unusually large, Zenith continued to maintain its usual liquid condition and closed the quarter with no bank loans or bonded indebtedness. All current obligations were discounted.

Plans are progressing for moving into the company's new quarters immediately after the close of the current season, Mr. Robertson said.

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RADIO STATIC LAW TO BE TESTED IN NEW YORK

An ordinance designed to test the authority of municipalities in controlling radio interference was presented to the Village Board at East Rockaway by Mayor Alanson Abrams as the first step in a country-wide program to improve radio reception.

Preparation of the ordinance resulted from tests made in various parts of the village. These indicated that escaping electrical power caused a large part of the static interfering with reception. The tests were arranged by Frank L. Carter, who recently organized the National Committee for the Control of Radio interference.

The proposed ordinance was drafted by Paul M. Segal and Paul D. P. Spearman, Washington radio attorneys. It makes it unlawful for "any person, firm, association or corporation to knowingly or wantonly operate or cause to be operated any mechanical device, apparatus or instrument of any kind within the corporate limits between the hours of-- and 12 midnight, the operation of which shall cause reasonably preventable electrical interference with radio reception within said corporate limits."

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HARD SAYS HE'S NOT PAID BY G.O.P. FOR BROADCASTS

William Hard, noted Washington correspondent, last week disclosed that he is not being paid by the Republican National Committee for his political interviews and comments over an NBC network. The G.O.P., he said in a letter to Editor & Publisher, merely pays the expenses. His letter follows:

"In the magazine called Microphone I have read a reprint of an editorial of yours on the paying of radio commentators by the Republican National Committee. Without entering into the argument of your editorial, I should like to say that the Republican party is not paying me any salary or fee whatsoever. It is paying me my out-of-pocket traveling expenses but nothing else. I write articles in magazines for my livelihood. In the August issue of the Redbook I had an article in which I expressed my views as to the New Deal. In a forthcoming issue of the Redbook there will be another article of mine in the same tenor. I have done my best to give my magazine readers for some time past an outright expression of my conviction that the New Deal should be defeated. I now express that same conviction on the air. This, I think, I have the right to do. I cannot see how in any way it impinges upon the freedom and independence of the broadcasting companies. The air contains a great plenty of arguments on the other side.

"I may add that I do not at the present moment know of any radio commentators that are being paid by the Republican party.

"I may further add that I join you in condemning any practice whereby a commentator who is thought to be unsponsored be paid surreptitiously by that party to insert party propaganda into his broadcasts. A secret subsidy to commentators would be morally wrong and, in my judgment, should also be legally wrong."

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BUTCHER FINDS RADIO HAS REPUTATION FOR FAIRNESS

Broadcasting stations and networks are gaining the reputation for fairness in the current Presidential campaign, Harry C. Butcher, Vice President of the Columbia Broadcasting System, found on a trans-continental tour.

Returning to Washington this week after a five weeks trip to the West Coast, Mr. Butcher said:

"I talked with everybody along the way--from barbers to capitalists--and the opinion was unanimous that radio is giving both sides of the political campaign.

"The consensus was that the press is generally opposed to Roosevelt and, even though its news reports may be fair, editorial policies have led the public to believe that most newspapers are biased.

"Because radio gives equal opportunity to all parties and candidates, and because it expresses no editorial judgments, the average man relies on it rather than the press for the facts."

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FRENCH TOWN CRIER MAY RESORT TO AID OF RADIO

The historic town crier appears to have disappeared entirely from England, and in France he threatens to resort to the radio to broadcast his messages, according to a Paris correspondent of the London Observer.

Describing the French crier, the correspondent writes:

"The instrument with which he attracts attention is not a bell, but a drum. In a village, the duties are performed by the garde-champetre, who combines the offices of village policeman, bill-sticker, and, frequently, bell-ringer for Sunday church and daily angelus, with that of general executant of the orders of the maire.

"When on duty he wears a shabby cap of semi-military design, and a leather baldric with a brass plate on it as his sole uniform over the clothes in which he tills his little plot of land. If the place is rather larger than a village, the 'tambour' may be a separate official. In either case he can be hired by private persons to make commercial announcements, or

to proclaim lost property.

"Well, this picturesque figure is in danger of disappearing. His voice, and no doubt his drum also, would still be heard, and he would continue, you may be sure, to draw the modest fees for using both; but he would no longer be seen--that is if the authorities accede to the request which his professional association has just made on his behalf.

"For he would drum and speak into a microphone at the mairie, and loud-speakers would make his voice heard at each of the cross-roads where he has hitherto repeated his message."

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WALKER DENIES ANY CHANGE PLANNED IN PHONE INQUIRY

Paul A. Walker, chairman of the Telephone Division of the FCC, late last week issued a statement denying published reports that a shake-up was contemplated in the FCC staff conducting the American Telephone and Telegraph Company inquiry, now in recess. In a formal statement he said:

"The telephone investigation is going forward with full speed, with a splendidly qualified and highly capable staff of assistants. It is a tribute to regulation that so able a group of men could be assembled in so short a time for this most important utility investigation now before the country.

"Stories purporting to cast reflection on the work, the character of the evidence produced, or the personnel, are nothing more than insidious propaganda, tended to discredit the investigation and dishearten the personnel.

"Statements as to the purported supplanting as counsel of Samuel Becker, a brilliant lawyer of high integrity, and the forced resignation of John H. Bickley, Chief Accountant, and recognized as one of the very ablest accountants engaged in utility regulation, are wholly unauthorized and without any official sanction whatever.

"Much good has already been accomplished for the public by the investigation, and by the valuable and high class evidence produced. The investigation will continue to go forward without let-up, and its results will merit the commendation of telephone users and of all those sincerely interested in the protection of the public through utility regulation."

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8/25/36

FCC ISSUES REVISION OF RULES ON ULTRA-HIGH WAVES

The Federal Communications Commission this week issued its revised rules pertaining to relay, international, television, facsimile, high frequency and experimental broadcast stations and announced they will become effective September 15.

Originally adopted by the FCC on May 21, the regulations were made the subject of a hearing, were scheduled to become effective July 1, and were later postponed. Several significant changes have been made as the result of protests or requests from the services concerned.

The regulations mark the first official recognition of impending new services in the broadcast field and follow a reallocation of channels in the ultra-high frequencies. They are made necessary by rapid developments in the field of television, facsimile, short-wave and international broadcasting, and apex broadcasting.

The more important changes made in the rules since the draft of May 21 was issued are as follows:

The tolerance for relay broadcast stations having a power output of 10 watts or less was reduced to 1% on 31,100 to 4; .400 kc. and above with the tolerance for stations with power of more than 10 watts 5%. For relay stations on 1622-2830 kc. the tolerance permissable is 4%.

Two new groups of frequencies are provided for relay (or pick-up) broadcasting in the ultra-high frequency band. They are 38,900, 39,100, 39,300, 39,500, 39,700, 39,900, 40,800 and 41,400 kc.

A more liberal interpretation of the rule governing rebroadcasts of commercial programs by experimental stations is provided by a rewording of Rule 1072 (a). It reads:

"A licensee of an experimental broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a regular broadcast station or network including commercial programs, if the call letter designation when identifying the experimental broadcast station is given on its assigned frequency only and the statement is made over the experimental broadcast station that the program of a broadcast station or network (identify by call letters or name of network) is being broadcast in connection with the experimental work. In case of the rebroadcast of the program of any broadcast station, Rule 177 applies."

The rules governing visual broadcast services have been divided into two distinct groups, one for television broadcast stations and the other for facsimile broadcast stations. One low-frequency band (2,000-2,100 kc.) has been retained for television stations desiring to carry on research work in the secondary or rural service area of such stations.

The latter is a concession to the Purdue University and the National Television Corporation, of New York, which protested the FCC move to transfer all television stations into the ultra-high frequencies. Television assignment by the FCC henceforth will be made by bands rather than specific frequencies for the aural and visual channels. Three frequencies were made available for facsimile stations in the 2,000-2,100 kc. band provided no interference is caused to television stations operating in that band. They are 2012, 2016, and 2096 kc.

Previously the FCC had ordered all 11 television stations operating in the low frequencies to vacate them and to seek assignments in the ultra-high frequencies. The abandoned visual broadcasting channels are to be allocated for inter-city police services.

The rebroadcast rules (Rule 177) which aroused a protest of "censorship" from Oswald F. Schuette, then Director of the Short Wave Institute, is not included in the revised regulations, but Andrew W. Ring, FCC broadcast engineer, explained that it has not been abandoned.

The rule, which among other things prohibits any United States station from rebroadcasting a foreign program without written authority from the commission, has been revised, he said, but not yet approved by the FCC in its final form. It will be issued in time, however, to become effective September 15.

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"Literary Digest this year for the first time is selling the broadcast sponsorship rights to its Presidential poll", comments Editor and Publisher. "How will newspapers like to publish Digest figures that have been broadcast the night before for advertising purposes?

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POWER INDUSTRY SEEKS 16 RADIO WAVES

The electric power and light industry has filed with the Federal Communications Commission an applicatiof for the allocation of sixteen radio frequencies and two additional "special-emergency" allocations and the retention of two allocations at present available on the "special-emergency" basis, the Edison Electric Institute reports in its August bulletin.

Hebert W. Eales, chairman of a special institute delegation in charge of the application, cites the disastrous floods last Spring as emphasizing the industry's need for unrestricted use of radio for power-system operation and trouble dispatching, to the same extent as is required for police service, in the interest of the convenience and safety of the public.

There would be no direct financial revenue to the electric light and power industry through the use of the radio as contemplated, Mr. Eales points out. The service is wanted to supplement and not to replace other forms of communication in order to meet better the ever-increasing demands placed upon electric service by the public.

The individual companies interested in making use of radio service as outlined in the brief are urged by the institute to proceed to make the necessary studies of their requirements with a view to making applications promptly to the FCC for licenses to construct and operate the necessary stations, such applications to be confined to the band of frequencies sought by the institute.

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COLUMNIST POKES FUN AT G.O.P. "CHAIN LETTER" IDEA

The suggestion of William Hard, G.O.P. commentator on the air, that the Republicans inaugurate a policy similar to the chain letter system of informing listeners when a prominent party spokesman is to speak over the radio, has drawn the following fun-poking burlesque from H.I. Phillips, New York Sun humorist:

"The chain-letter system has been introduced into political broadcasting by the Republican National Committee. Whenever an important Republican program is scheduled, radio captains all over the country will phone five men asking them to phone five others, and so on."--News item.

Captain--Hello!.....Hello!...Is this Pobbs?... There's an important Republican radio program on the air tonight.

Pobbs--Thanks for the warning. I'll do as much for you some time.

Captain--You don't understand...There is to be a most important speech of vital importance to the country... of paramount educational value to every voter...

Pobbs--Oh, one of those kind!

Captain--Lissen, you're one of five.

Pobbs--What do you mean "one of five?" Is this a secret order or something? Who's this talking, anyhow?

Captain--I'm a chain captain.

Pobbs--What's a chain captain? This is getting more intricate by the minute.

Captain--It's like this...I call up five voters and notify them whenever an important political speech is about to be broadcast.

* * * *

Pobbs--So they won't tune in by mistake. I get it. It's mighty nice of you.

Captain--No'. So they WILL tune in and NOT by mistake.

Pobbs--You don't mean to tell me you think any man is going to listen to a political speech after being given ample advance notice.

Captain--Exactly. The five men I notify, notify five others; those five others notify five more, and so on.

Pobbs--What makes you think so?

* * * *

Captain--It's like the old chain spirit. Nobody likes to break a chain.

Pobbs--Why not?

Captain--It's a bad omen. To break a chain brings bad luck to a voter.

Pobbs--Anyway you look at your idea it should bring bad luck to the candidate. Who's idea was it, anyhow?

Captain--Willie Hard's.

Pobbs--I thought it might be Izzie Soft's.

(They hang up)

Mrs. Pobbs--Who was that, Ignatius?

Mr. Pobbs--Some fellow with a grand idea for electing Roosevelt!

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INDEX TO ISSUE OF AUGUST 28, 1936

Alphabet Verbal Bullets, Says Dunlap's New Radio Book.....2

BBC Notes Trends In Broadcasting In United States.....5

Broadcast Business Forecast at $100,000,000.....7

Strict Regulation of Radio Urged By Payne.....8

Soviet Stations Follow Arctic Flight.....9

Name Of Elliott Roosevelt Injected Into Campaign.....10
New Zealand To Permit Government-Controlled Radio Ads.....10

Solar Activity Disrupts Radio Waves.....11

FTC Won't Enforce Patman Law On Radio Stations.....12
RCA Granted Permit To Modify N. Y. Harbor Station..... 12

No. 957

ALPHABET VERBAL BULLETS, SAYS DUNLAP'S NEW RADIO BOOK

Chairmen Farley and Hamilton would do a great service to listeners in the forthcoming campaign, and at the same time vastly improve the public favor of their candidates, by placing in the hands of every political speaker a new book "Talking On the Radio" by Orrin E. Dunlap, Jr., Radio Editor of the New York Times. (Greenberg-Publisher, 67 West 44th Street, New York. $2.00)

Copy No. 1 of Mr. Dunlap's timely book, which gives the practical "do's and don'ts" for radio speakers, should go to Representative Bert Snell, of New York, who by his long-winded introduction all but killed off Landon's acceptance speech radio audience. Copy No. 2 could well go to Senator Alben Barkley, of Kentucky, whose old-fashioned spread-eagle keynote speech was unquestionably awarded the leather-medal by radio listeners to the Philadelphia Democratic Convention.

As a rule handbooks are as dry as dust, but Mr. Dunlap's book, because of his long experience with radio, having virtually grown up with the new science, because of his opportunities of observation as one of the outstanding radio editors of the United States, and because of his ability to present a thing in a popular way and in words of one syllable, is the liveliest kind of reading. It is richly interlarded with anecdotes and microphone experiences of great orators, and such chapters as the one devoted to the expose of tricks of public speakers should prove of as much interest to listeners, desiring to get behind the scenes of broadcasting, as to those seeking microphone pointers. In the introduction the author notes the fact that there are only twenty-six letters in the English alphabet but adds significantly "they are the bullets of verbal broadcasting."

All radio speakers will gain by study of Franklin D. Roosevelt's technique, Mr. Dunlap observes, the simple formula of which is, "Be natural, be yourself."

"No 'high-falutin' words are in President Roosevelt's vocabulary of the air", the writer continues. "There is not much chance of Americans failing to catch the meaning of such expressions as, 'We cannot ballyhoo ourselves back to prosperity"; 'the kind of prosperity that will lead us into another tailspin'; 'I have no expectation of making a hit every time I come to bat'."

"Mr. Roosevelt recognizes the all-important fact that a chat-type of radio speech to be effective must be groomed especially for an unseen audience. When talking directly to the people, he does not make the error of attempting to address both visible and invisible. He once revealed this sagacity when he canceled the broadcast of a speech before the Chamber of Commerce. He was mindful that he could not devote proper attention to the microphone and at the same time speak informally to a gathering of industrialists and bankers. Neither does he make the mistake of going to the microphone too often."

Mr. Roosevelt is an ace in the broadcasting art; and so is King Edward VIII as was his father King George, both human, sincere, friendly and effective on the air, the writer says, adding:

"And among the most effective broadcasters in the American radio forum have been: Charles Evans Hughes, Owen D. Young, Senator William E. Borah, Ogden L. Mills, Senator Pat Harrison, Senator Carter Glass, former Senator David A. Reed and Senator Robert Wagner.

"Helen Hayes, actress, and Anne Morrow Lindbergh have ideal radio voices, very natural and effective on the air. Walter Huston is an ace among the actors at the microphone."

Any doubt that Al Smith's days were over as a most effective "actor" at the microphone must have been dispelled in the minds of those who tuned-in his "bludgeon attack on the New Deal" at the Liberty League dinner last winter, the author notes.

He tells that when President Hoover, at Des Moines, overlapped Ed Wynn's comic time, the studio of WEAF received 800 telephone protests, while the 60-station network had a total of 6,000 calls. Richmond reported 500 complaints, Worcester 200 and Rochester, 250. There are, however, words of praise for the former President in a chapter "The 'New Hoover' Appears."

Mr. Dunlap submits that the "non-sectional" voice of Governor Alf M. Landon of Kansas, is more like that of Hoover with the ends of the sentences dropping off to a lower pitch.

"It was noted that the 'clear thinking' Landon used 'simple, homely words' and on the air he sounded sincere,'a man of sound judgment and moderate opinions,' as he appealed for economy, common sense and better housekeeping in government. William Franklin Knox, selected as the Vice Presidential nominee on the Republican ticket, is called 'a splendid, vigorous speaker.' His voice

falls more into the ministerial class. He 'preaches' more as a business man, while Landon 'the Kansas Coolidge,' talks in a more 'neighborly' spirit."

Regarding broadcasting revenue from politics, Mr. Dunlap says:

"Radio gleaned at least $1,000,000 from the 1932 campaign. The total political billing by the Columbia Broadcasting System was $368,175, of which $194,624 was Republican, $ 167,171 Democratic, and Socialists, $6,380.

"It was estimated, in the case of the National Broadcasting Company, operating two major networks, that the political expenditure ran up to $1,000,000 and possibly higher."

Among Mr. Dunlap's 50 practical "do's and don't's" are the following kernels:

"Make every word count; a 75-station salvo costs thousands of dollars. Use simple words.

"Write the speech. Write as you speak not as you write. On the radio a miss is not as good as a mile; you cannot gloss over a mistake after it is microphoned any more than you can recall yesterday in order to alter it in accord with your second thoughts. Those who can extemporize successfully in the silence of the studio with no audience to 'lean on' are few and far between.

"Throw brickbats at your own risk, if at all; they are dangerous weapons, and like a 'whispering campaign' are likely to react against the thrower.

"'Big' names mean more in the campaign if they have not been on the air frequently; the curiosity value among the audience is diminished if the speaker's voice is well known. That is why Henry Ford, Charlie Chaplin and Elihu Root were stellar attractions in 1932.

"There is no rule against memorizing, but the broadcast may become sing-song or artificial; and there is always the chances of error slipping off the tongue. A printed copy of the talk is proof of what was spoken.

"These suggestions lead up to television", Mr. Dunlap concludes. "Campaigning by sound-sight will call for more strategy. Television will be another fascinating chapter in the art and science of political broadcasting. Then the old-time spellbinders.

may sweep satanic-like upon the stage again to haunt the electorate.

"Students will see the radio teachers; congregations the preachers; consumers the salesmen in the act of demonstrating their wares; club folks their lecturers, and vast audiences their entertainers. The ethereal mask will be ripped off the speaker's face and again he will be himself, not merely a disembodied voice striving with sound alone against such a mysterious thing as 'microphone technique' to get his personality across with a story. But seeing by radio will have its limitations too."

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BBC NOTES TRENDS IN BROADCASTING IN UNITED STATES

Under the heading, "Half-Yearly Review of Broadcasting in the U.S.A.", World-Radio, official BBC organ, notes the public interest in television and a defintie trend toward "light" programs on American stations and networks.

After citing the secretive RCA experiments in television and the statement of Anning S. Prall, chairman of the Federal Communications Commission, that "Television is just around the corner, but we are a long way from that corner", the periodical adds:

"But as the possibilities unfold, the first half of 1936 passes and no form of practical television has come'around the corner.' As yet the public has not even seen a glimpse of what can be done. Facsimile services have been used in communicating with ships at sea, but the men in whose hands the destiny of television rests are reticent about development.

"What has been the tendency in public demands in the way of programmes during the last six months? At the beginning of the year the prediction was made that amateur programmes would lose their appeal. This has decidedly not been the case. Major Bowes, chief exemplar of his ilk, was paid about 700 pounds for each broadcast at the beginning of the year. Now he has doubled that figure. And a radio man's pay in the United States is a pretty fair measure of the popularity of his programme. When the Major's new contracts are made in September, if he gets what he wants, he will receive 3,000 pounds for each performance.

"The public has shown a definite trend toward 'light' programmes. Comedians now have their day, for Americans demand more and more laughs over 'the radio'. Ed Wynn is back 'on the air'; Burns and Allen, the Easy Aces, and Eddy Cantor are other

headliners in this group. In order to supply jokes to programme-planners, one organization at least has grown up, staffed by research workers who dig out funny stories, jokes, and patter from old books in libraries, bookstalls, and curio shops.

"Opera, of course, will always be popular. Edward Johnson, General Manager of the Metropolitan Opera Association, recently received a check for $15 from a listener in California, who wrote: 'My wife and I so enjoyed the Gotterdammerung performance that we feel we are only doing the right thing in sending you the amount we would have paid for seats if we had attended in person.'

"Broadcasts of news events, mystery 'thrillers' and strictly educational programmes got their share of the billion hours a week that wireless manufacturers declare the United States spent during the first half of the year listening to broadcasting.

"With the cost of programmes mounting, advertisers who sponsor them have sought new ways to get the public to listen. Within the last six months daily newspapers and magazines have been used more and more as a medium to bring broadcasting programmes to the attention of readers. Advertisements in these publications are strikingly like those for motion pictures. Photographs of the principal performers and synopses of the programmes are given. Major Bowes's sponsor, for example, sells coffee. In household magazines of late have appeared large illustrated advertisements. Smiling amateurs greet you from the pages--amateurs who have been started toward success by 'your purchases of our coffee.'

"A few months ago, listeners had to scan the programme list in the daily papers to see what was 'on the air'. Now they look at the illustrated advertisements. Most people have formulated their own listening routine. They dial to a favourite programme, day after day or week after week, and know just when it is on. It is to win more of these regular listeners that newspaper advertising has arisen.

"During the first half of 1936 broadcasts from foreign lands were mainly of special events. The interest of United States listeners in regular programmes from abroad is so great, however, that manufacturers are marketing 'all wave' sets in greater numbers than ever before."

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BROADCAST BUSINESS FORECAST AT $100,000,000

Radio is virtually certain to hit a $100,000,000 gross this year, thereby topping 1935 by something like $13,000,000, according to Variety. Over half of this gain--or $7,000,000--will go into the pockets of the major networks.

"Most spectacular showing of this spectacular year will be turned in by CBS, which, according to its own prophecies, will seal the books at $22,034,000", the amusement trade again predicts. "Last year the web grossed $17,600,000.

"NBC's combined hookups are likewise due for a gain, though NBC is reticent on estimates of annual volume. Right now, after seven months, the combined links are still trailing 1935 by $135,000. But the margin of loss is diminishing with July income reports, and fall bookings should provide the steam to keep the chain in the record-breaking class. Unofficial guesses assign NBC a year's total of $32,000,000. Last year was worth $31,150,000.

"Mutual, which so far has just rounded out $1,000,000, ought to close shop with $2,000,000 on January 1.

"In toto, current crystal gazing gives the four webs a year's gross of $56,000,000 as against 1935's $49,500,000.

"On the basis of experience during the first six months 54% of radio's $1,00,000,000 revenue will be for national network advertising, 46% for national non-network, 21% for local, and the remainder for regionals.

"Survey of the take for the first six months gives this sector of 1936 a gross of $50,802,179, of which $28,181,976 was national network, $11,527,860 national non-network, $10,447,870 local, and $644,473 regional. While the last half of the year normally is less productive than the fore part, the seasonal upturn which usually comes in September and October occurred this year in July and August, leading to expectations that the last half of the year will be a virtual doubleton of the first half."

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An increase in power from 500 watts to 1 kw. at night and 1 kw. to 5 kw., local sunset, was recommended for KRNT, Des Moines, this week by Examiner George H. Hill in a report to the Federal Communications Commission.

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STRICT REGULATION OF RADIO URGED BY PAYNE

Commissioner George Henry Payne of the Federal Communications Commission, in an address before the Bay Shore (L. I.) Rotary Club August 24, said great developments in radio and television required government regulations to prevent the industry from establishing a private monopoly like that existing in the telephone communication. Mr. Payne, a resident of Islip, was the guest of Paul Bailey, newspaper publisher.

Mr. Payne appealed for a keener public interest in the developments that are taking place.

"Inventions of this kind will affect the mental life and education, and possibly the material interest of every person in the country," he said. "Behind this development, fraught with so much importance to our people, a fierce struggle is going on for the great resource of the air."

Declaring that private interests favor private monopoly and want as little governmental supervision as possible, he continued:

"Those who believe that we must not repeat the mistake of the past and allow wasteful exploitation of our resources are just as keenly aroused in behalf of the government taking a strong stand to protect the public interest."

Mr. Payne warned that unless the public was aroused its interests were likely to be neglected. In this way, he said private monopoly, without warrant of law, established itself and the public would realize too late that it was difficult to recover ground that had been lost.

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The Federal Communications Commission this week reversed its action of July 2 denying the application of the Central Broadcasting Company, Eau Claire, Wisconsin, for a permit to build and operate a station on 1050 kc., 250 watts daytime, and ordered the application granted, effective September 15.

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SOVIET STATIONS FOLLOW ARCTIC FLIGHT

Throughout the whole of the recent flight of the Ant-25 from Moscow to Nikolaevsk-on-Amur, covering a distance of 9374 kilometres (5208 miles) mostly over Arctic territory, constant contact with land was maintained by means of radio, Radio Centre, Moscow, reports. The plane was fitted with a radio station made by the Orjonikidze Factory for long and short waves. Part of the flight was over uncharted stretches of the Arctic and all radio stations in the vicinity were constantly on the alert and sending out special signals, to give the airmen their bearings.

"Two-way communication with a plane crossing the Arctic regions is nothing unusual," Inna Mann, Chief Editor of Radio Centre, writes, "but the handling of such a service during a non-stop flight, particularly under the difficult weather conditions encountered, called for especially thorough organization. Many radio operators remained on duty during two days without sleeping. The operator at Kamenev Island radio station, who was the radio operator on the Chelyuskin, stayed continuously on duty during the flight in order to supply correct metereological information and keep in touch with the plane.

Stations receiving messages from the plane immediately re-transmitted them via Dickson Island to the Moscow Radio Centre with a delay of no more than three or four minutes.

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Amos 'n' Andy made their debut on a brand new radio station this week--WPDW, Metropolitan Police of Washington.

It occurred because Lieutenant James Kelly, police radio engineer, wanted to test a new direct connection to all precinct stations, the Fire Department and Commissioners' offices.

Patrolmen cruising in radio cars missed the program, however. The regular Amos 'n' Andy broadcast was picked up on a receiving set in the police dispatcher's room and rebroadcast over the "ground wires."

Policemen in precinct stations were no little surprised to hear the famous radio pair speaking in place of the usual staid police announcer.

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NAME OF ELLIOT ROOSEVELT INJECTED INTO CAMPAIGN

The name of Elliott Roosevelt, son of the President and Vice President of Hearst Radio, Inc., was injected into the presidential campaign this week during a debate over the air by Secretary of Interior Harold L. Ickes and William Hard, G. O. P. commentator.

Seeking to defend Governor Landon from Ickes' charge that he is dominated by William Randolph Hearst, Mr. Hard pointed out that Hearst had formerly supported Roosevelt and that even now the President's son was employed by Hearst and his contact man with the Federal Communications Commission.

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NEW ZEALAND TO PERMIT GOVERNMENT-CONTROLLED RADIO ADS

For the first time commercial advertising will be permitted on New Zealand broadcasting stations under provisions of a law which became effective July 1, according to a report to the Commerce Department.

The act, which abolished the New Zealand Broadcasting Board and substitutes a director of broadcasting appointed by a minister of broadcasting, who in turn is named by the Governor-General, sets up a new class of stations.

The new law permits the government to establish, own, and operate so-called "C" stations which will be allowed to broadcast advertising matter. Hitherto, commercial advertising of any kind has been prohibited over both government-owned and private stations. The nature of the advertising to be permitted is, however, still uncertain and is likely to be greatly restricted in scope in view of the Government's previous opposition to the practice on grounds of policy.

"So strong has been the general distrust of commercial advertising over the radio that the Government did not even consider entrusting the new liberty to the hands of private commercial stations, but has confined its exercise only to new stations which may be established and operated by the government itself", the U. S. Consular report stated.

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SOLAR ACTIVITY DISRUPTS RADIO WAVES

Radio experts and amateurs alike were baffled this week by a sound wave "calm" that practically silenced all short-wave stations along the Pacific Coast on the night of August 25.

Short-wave signals from all parts of the world, ordinarily picked up on the West Coast, gradually faded and went "blind" for nearly an hour.

Ships at sea as well as powerful land stations were affected by the "calm", said Lieutenant Commander E. R. Melling of the Naval Communications Office in San Francisco.

The "blanketing" was described by him as a"very unusual sort of fading, not the usual and expected 'Summer fading,'" After about an hour of muffled signals, or silence, reception returned to normal, he said.

"A similar blanketing," he said, "occurred a few months ago at the time of the sun eclipse watched in Russia."

Radio men in New York reported that the blotting out of signals on the Pacific Coast also was recorded in the East, but was only of ten to fifteen minute duration.

Twenty to thirty meter channels to Europe were rendered inoperative, but other wave lengths were clear of the disturbance, laid to solar activity.

It was explained that the longer waves in the short-wave bands are seldom effected by solar activity, except that their signals grow stronger. On the shorter waves in the same bands, however, the result is generally opposite; the signals fade or disappear over certain distances of transmission. The New York radio men said that Tuesday's disturbance was "expected." Observations carried on year by year enable the experimenters to predict such periods in advance.

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"Governor Landon's talk yesterday calls attention to the possibility that with proper radio facilities Chautauqua may again become one of the world's most famous lecture centers," comments the Washington (D. C.) Evening Star editorially.

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FTC WON'T ENFORCE PATMAN LAW ON RADIO STATIONS

The Federal Trade Commission in its annual report makes the following statement regarding the Robinson-Patman chain store law, it was disclosed this week:

"Authority to enforce compliance with the new Act, as distinguished from criminal proceedings, is by virtue of Section 11 of the Clayton Act vested in the Commission in all cases in which the new Act is not applicable to common carriers subject to the Interstate Commerce Act, as amended, to common carriers engaged in wire or radio communications or radio transmission of energy or to banks, banking associations and trust companies.

"The Interstate Commerce Commission has authority to enforce compliance by common carriers subject to the Interstate Commerce Act as amended; the Federal Communications Commission has authority to enforce compliance in cases applicable to common carriers engaged in wire or radio communication or radio transmission of energy; while the Federal Reserve Board has authority to enforce compliance where the Act is applicable to banks, banking associations, and trust companies."

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RCA GRANTED PERMIT TO MODIFY N. Y. HARBOR STATION

The Telephone Division of the Federal Communications Commission this week granted an application of the Radiomarine Corporation of America for modification of an experimental license for W2XBG, New York, to test the feasibility of establishing one-way communication service for harbor craft.

The terms of the modification are as follows:

"Authority is granted to communicate on an experimental basis only under the exceptions of Rule 320 as a coastal harbor station in the coastal service in the New York harbor area on the frequencies 26,000 and 27,100 kc. for the purpose of determining the commercial feasibility of establishing a one-way communication service for harbor craft upon the express condition that this authority is granted upon a temporary basis only and may be cancelled without notice or hearing. Nothing contained herein shall be construed as a finding by the Commission that the operation of this station is or will be in the public interest beyond the express terms thereof;nor is this authorization to be construed as approval of the proposed tariff and rules filed with the application."

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HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF SEPTEMBER 1, 1936

BBC Television Testing: A Description.....2

Mutual Continues Expansion, Adding Five Stations.....4
Canada Refuses Ads, Sells Time To Politicians.....4

New York Equipping Fire Boats With Radios.....5
Goebbels Issues 5 Radio Commandments.....5

The BBC Television Station: Technical Description.....7

FCC Names New Aide In Telephone Inquiry.....10
Maybe British Still Believe Indians Roam The U. S.....10

Commissioner Payne Praised For Stand On Broadcasting.....11

7 Months Of NBC Tops 1935 Total.....12
NBC Stations Reach 100 As KGBX Joins.....12

No. 958

BBC TELEVISION STATION TESTING: A DESCRIPTION

The long-heralded television station at Alexandra Palace, London, began operating on an experimental basis the middle of last week with a twice-daily program for reception at the Radio Exhibition at Olympia. While it is too early to get any substantial reports on the operation, the following description of the British Broadcasting Corporation station has been rushed to the Heinl News Letter by M. A. Frost, chief of the BBC public relations division (a technical description of the station is carried in another portion of the letter):

From a hill 306 feet above sea level the BBC's new television station dominates London and a large portion of the home counties. It is built into the south-eastern corner of Alexandra Palace--a north London landmark and pleasure resort for more than sixty years--and from the large bay windows of the upper offices below the aerial nearly all London can be taken in at a glance. The importance of height in this connection can hardly be overemphasized, for under normal conditions the range of the ultra-short waves used for television is extended as the height of the transmitting aerial is increased.

Surmounting the reconstructed east tower, itself 80 feet high, is the tapering lattice mast, rising to a height of 220 feet. Thus the aerial array for vision transmissions, which is mounted at the summit of the mast, is more than 600 feet above the sea level. Immediately below the vision aerial is the aerial for the accompanying sound transmissions.

The new station fulfils the recommendations of the Television Advisory Committee appointed to consider the development of television in Great Britain. Provision has accordingly been made for alternate experimental transmission by the systems developed by the Baird Television Co. and the Marconi-E. M. I. Television Co. respectively. Each company has provided a complete television system, including both vision and sound pick-up apparatus and the television transmitter itself. The BBC has been responsible for the sound transmitter and its associated aerial, both of which were manufactured by Marconi's Wireless Telegraph Co.

In its main essentials, therefore, the equipment comprises a television studio for each system, with an associated control room and ultra-short wave television transmitter; and, in addition

an ultra-short wave sound transmitter common to both systems.

To these bare necessities, however, much has been added to provide, in the words of the Television Committee, "an extended trial of two systems, under strictly comparable conditions, by installing them side by side at a station in London where they should be used alternately--and not simultaneously--for a public service." Provision has been made for the comfort of artists in the shape of dressing rooms and a restaurant, for staff accomodations, for the viewing and editing of films in a miniature cinema, for the storing of properties and scenery, and for many other adjuncts necessary to a smooth-working program service.

The entrance hall is at the base of the tower. Nearest to the entrance hall is the Marconi-E. M. I. television transmitter which, like its Baird equivalent, operates on a frequency of 45 megacycles persecond (wavelength: 6.67 metres). All the apparatus at the station is finished in grey cellulose and chromium.

Next is the sound transmitter hall which accomodates an ultra-short wave installation of orthodox design for radiating speech and music accompanying the vision signals of both the Baird and Marconi-E. M. I. systems. Its operating frequency is 41.5 megacycles per second (wavelength: 7.23 metres).

Between the sound transmitter and the Baird plant is the film projection theatre, or miniature cinema, in which film excerpts can be selected and timed for inclusion in the transmissions. At least thirty people can be comfortably accomodated.

The Baird transmitter hall, with its control panel and array of generators and amplification stages, is at the southwest end of the corridor. Beyond this, at the southwest extremity of the BBC section of the Palace, is a large area intended either for scenery construction or for televising such objects as motor cars and animals which cannot be brought into the studio or televised outside. Lorries can drive straight in. A large opening in the roof enables it to be lighted and, if necessary, televised from above. Lifting tackle can take up scenery and properties weighing a ton through a trap door in the roof to the second dock, 25 feet above.

An interesting feature at this point is the ramp or sloping runway down which the television camera can travel to a concrete "apron", approximately 1,700 square feet, on the terrace outside, forming a platform for televising open-air performances or special experimental programs.

The two main studios, one for use with each of the television systems, are 70 feet by 30 feet by 25 feet high. Acoustically, the studios are rather more 'dead' than is general practice for sound broadcasting, since the introduction of scenery necessary for television will, in effect, control the acoustic characteristics. The walls of the studios are covered entirely, except for door and window openings, with sheets of asbestos compound which has a high degree of sound absorption. As this material has a rather rough surface, it is covered up to about 10 feet from the floor with a protective fabric which is designed not to affect the sound absorbing properties of the compound. The ceilings of the studios are treated with building board, as commonly used in ordinary broadcasting studios. The floors are covered with black linoleum over which can be laid any type of flooring which may be required.

Several microphone points are installed in each studio, and they are arranged to allow the use of any type of microphone which may be required. Portable stands of the 'lazy-arm' type are also provided.

Each studio is fitted with two stages equipped with curtains, the detailed arrangements of the stages and curtains being different in the two studios, to take account of the different requirements of the two systems.

All the lighting in both studios is at present of the incandescent lamp type, using spot and flood lighting, on similar lines to that employed in theatres and film studios, but modifications are contemplated with developments in television technique.

Ventilation has been provided in the studios by means of extract fans situated in enclosures formed on the adjoining colonnade. These extract the air through a series of gratings fixed in the ceilings and connected with the fans by trunking, the intake for fresh air being provided by openings in the upper part of the windows, fitted with filters that clean the air and deaden extraneous noise; the lower part of the windows are covered by soundproof shutters during performances. Sound deadening ducts are connected with the outlets. The ventilation is sufficient to keep the studios at a moderate temperature when full lighting, reaching a maximum of approximately 50 kw., is used, and to allow the temperature to be adjusted within normal limits. Constant temperature and humidity cannot, of course, be obtained irrespective of outside air conditions, as can be done with the more elaborate air-conditioning plant at Broadcasting House.

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MUTUAL CONTINUES EXPANSION, ADDING FIVE STATIONS

Continuing its expansion into a nation-wide network, the Mutual Broadcasting System has added five new mid-western stations as affiliates. The stations are:

KWK, St. Louis; KSO, Des Moines; WMT, Cedar Rapids; KOIL, Omaha; and KFOR, Lincoln, Nebraska.

WLW, Cincinnatti, has severed its corporate connection with MBS but will continue to be an outlet for both commercial and sustaining programs.

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CANADA REFUSES ADS, SELLS TIME TO POLITICIANS

The Canadian Broadcasting Commission does not accept advertisements, but it "sells the air" during part of the day to those who wish to "put over" their own views, a correspondent of World-Radio, BBC publication, points out. In Canada before the last general election the amount of time "sold" for electioneering speeches was enormous. The more money in party coffers the more "air" the party bought.

This selling of the air necessitates programs being absolutely to time. "Imagine the feelings of a public health speaker, with two hundred words left of his appeal for sane feeding, cut off as the clock struck, to make room for someone offering fancy foods!" he said. "This really happened. A protest from the health department brought the answer that at that hour the 'air was sold'. It no longer belonged to the Commission, and they could not allow the doctor to use it.

"Thoughtful Canadians regret advertising 'on the air' but think that the improvement in the programs justifies it," he added. "A music-lover said that he would bear any advertisement to hear a good opera once a week (paid for by an advertiser who has three minutes in which to mention his goods at the end), and no broadcasting commission could afford such a thing. He was staggered to hear that the BBC put over operas and Promenade Concerts nightly. Other Canadians, also, spoke almost with reverence of the BBC educational programs. But many also distrust the idea of 'the air' being completely under one rule. They think that the individual should have his opportunity.

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NEW YORK EQUIPPING FIRE BOATS WITH RADIOS

The New York City fire department will soon be a model for the nation in the transmission of fire alarms to the fire boats that patrol its harbors.

Commissioner John J. McElligott announced this week that construction will begin within a few weeks on a two-way radio system connecting the city's nine fire boats and a transmitter to be erected in the Fire College building in Long Island City.

This will mark the first step in a program to link the various units of the department by radio. McElligott predicted the eventual use of television for the transmission and reception of alarms, and said he already had requested the Federal Communications Commission to set aside certain wave lengths.

"This policy," he declared, "is in keeping with that of the present administration to take advantage of the latest developments in communicating intelligence by radio. So far as is known, no Fire Department in any other city will have such an extensive system."

The fire boat radio equipment has been provided for by a $30,000 allotment in the 1936 department budget, McElligott explained. He said he was considering a request for additional funds with which to install similar equipment in thirty-five department cars. His department also plans eventually to install a short-wave receiving set in each fire house.

"It can readily be seen," he asserted, "that with such equipment any interruption caused by storm or disaster to the telephone or telegraph lines would not entirely cripple the means of communication between headquarters and the fire-fighting force."

Advertising for bids on the work will be started in a few days, he added. The wave-length of the new service has not yet been determined by the Federal Communications Commission.

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GOEBBELS ISSUES 5 RADIO COMMANDMENTS

Dr. Joseph Goebbels, German Propaganda Minister, warmly praised the radio as a government instrument and issued five commandments for radio officials at the opening of the radio exhibition in Berlin on August 28, according to the New York Times.

"It is not true that the prodigious dynamic forces of this century are mankind's enemies," he said. "They are man's friends and servants when submitted to a wise and superior political regime that controls them, leads them and uses them according to plan.

"A new form of politics and economics is demanded. The Socialist racial State with a national character is the result of this political revolution.

"Under the altogether-new fashion of leading humanity, such as has been introduced for the first time by the Nazis, the radio is one of the most modern and most important instruments for education control and the cultural disciplining of the people. Therefore, the radio is not controlled in Germany as in other lands by a technical Ministry but by a political Ministry--the Propaganda Ministry."

Dr. Goebbels' list of five commandments for radio officials are:

"The program must be varied, for it has a mass audience. Radio must not set its level too high or too low. Radio must mix skillfully teaching, inspiration and recreation, for the number of those wanting to be fed Kant or Hegel is too small for consideration. The people's education must never be submitted to the principle of all or nothing.

"It is detestable to regard disdainfully those standing in a lower cultural level."

The Minister announced that the number of registered radio hearers had risen from 6,516,732 to 7,404,144 last year. During the Olympics the Minister reported that broadcasts were made regularly in twenty-eight languages. In all 3,000 direct broadcasts were made and 10,000 by the use of wax plates. Five hundred direct broadcasts were in German and 2,500 were distributed over foreign chains.

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If present plans materialize the Canadian Radio Commission's new 5,000 watt transmitting station being erected on Lulu Island, B. C., to serve the west coast territory, will be completed in November, according to D. G. McKinstry, Commission architect in charge of the project.

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THE BBC TELEVISION STATION: TECHNICAL DESCRIPTION

The technical aspects of the BBC television station now operating experimentally from the Alexandra Palace, London, presents some interesting developments, which are described herewith by M. A. Frost, BBC public relations chief (see lead story):

The television mast, from which the transmissions emanate, is situated on top of the Alexandra Palace tower, 300 feet above ground, the steelwork reaching 215 above the peak of the brick tower.

The mast is tapered for a height of 105 feet above the tower, square in section, the sides of the square being 30 feet at the bottom and 7 feet at the top of the tapered portion. At this point, to suit the special design of aerials, the section changes from a 7-foot square to an octagon 7 feet from face to face, and maintains these dimensions up to the top of the mast.

Two separate aerial systems are carried by the tower, one for vision and one for sound. Both systems are similar, each consisting of a number of aerial elements arranged round the mast, those for vision being above and those for sound beneath. Each aerial consists of eight push-pull end-fed vertical dipoles spaced equi-angularly round the mast, together with a similar set of dipoles used as reflectors to avoid induced currents in the mast structure and so increase the radiated field. The aerials are connected to junction boxes, with which are associated a number of impedance-matching transformers to correct the aerial response. The aerial systems are connected to the transmitters by means of two 5-inch concentric feeders which pass down the mast and along to the transmitting rooms, a change-over switch being provided so that either vision transmitter can be connected to the vision aerial.

The transmitter to radiate the sound accompanying the vision program is capable of operating over a band of frequencies from 35 to 50 megacycles, the working frequency being 41.5 megacycles, and the output power rating 3 kw. at 90% peak modulation (Copenhagen rating).

The transmitter is built in four separate units, each unit being housed in a metal cubicle. The master oscillator (ensuring a stability of plus or minus one part in 100,000) operates at half the carrier wave frequency, and is followed by one frequency-doubling stage and five high-frequency amplifying stages. Modulation is effected at the anodes of the final high-frequency amplifier by choke control; modulator, sub-modulator and sub-sub-modulator stages of the conventional type being employed. In the final

high-frequency stage, two C.A.T.9 water-cooled valves in push-pull are used, and in the main modulator stage three C.A.M.3 valves in parallel.

The transmitter is designed to give high quality sound reproduction and will enable full advantage to be taken of the wide frequency band which is available at this low wavelength. The frequency response of the transmitter is substantially flat between 30 and 10,000 c/s, the maximum departure being less than 2 db. over this range, while the low frequency harmonic content introduced by the transmitting apparatus is very low. The low-frequency input stage (the sub-sub-modulator) is designed to operate from a signal which has an amplitude equivalent to that employed as a standard at all BBC transmitters.

In an ultra-short-wave transmitter special precautions have to be taken to reduce spurious radiation to a minimum, and particular attention has been paid to the screening of the transmitting units in order to insure this. In addition, the high-frequency energy is fed to the aerial through a concentric copper-tube feeder which is non-radiating. Consequently, fields due to the transmitter other than the main field produced by the aerial itself are practically non-existent. Similar precautions are taken with the vision transmitters and feeder system.

All the valve filaments are heated by direct current from a motor-generator set, having an output of 300 amperes at 20 volts, the filaments of the early stages being fed through voltage-dropping resistances.

The main H.T. supply at 6000 volts D.C. for the penultimate high-frequency amplifying stage, the power-output stage and the modulators is obtained by means of a hot-cathode mercury-vapour type rectifier fed by a step-up transformer and provided with adequate smoothing circuits. Control of the high-tension voltage is carried out by means of a remotely controlled induction-regulator.

All auxiliary H.T. and grid-bias supplies are obtained from metal rectifiers, fed from transformers and provided with suitable smoothing circuits.

The main controls are grouped on a control table so that one operator is able to manipulate all the power supplies to the transmitter. All switching operations are effected by remote control, and the switch-gear is fully interlocked to prevent damage to the transmitter by the application of power-supplies in the wrong sequence. In addition, there is a sequence-starting switch which insures that sufficient time elapses between the application of

each succeeding voltage, so as to allow valves and other apparatus to become properly warmed up before the mains H.T. power is applied. All electrical apparatus is fully protected by means of over-and under- voltage relays and water-flow monitoring devices so that, in the event of the failure of any supply, the whole apparatus is automatically shut down and cannot be restarted until the deficiency is remedied. Additional interlocks ensure that the whole operation of 'running-up' is restarted at the beginning, in the event of such a failure.

The provisions for the protection of personnel are such that it is impossible for any person to obtain access to any of the transmitter units without first switching off all dangerous supplies and earthing the apparatus. No supply can thereafter be reconnected to the transmitter until all gates have been reclosed and locked.

The power supply for the whole building is obtained from the mains of the North Metropolitan Electric Power Supply Company at 415 volts 50 cycles 3 phase, and is fed through a main oil-circuit-breaker and distribution switch-gear.

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A favorable report on the application of Donald A. Wike and H. E. Studebaker, of Baker, Oregon, for a construction permit to build and operate a broadcasting station on 1370 kc., with 100 watts power night-time and 250 watts daytime, unlimited hours, was filed with the FCC this week by Examiner John P. Bramhall. It was made subject, however, to the granting of an application by KUJ, Walla Walla, Washington, for permission to transfer from 1370 to 1250 kc.

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Unfavorable reports on the applications of Gomer Thomas, Bellingham, Washington, the Port Huron Broadcasting Co., of Port Huron, Michigan, for permits to build and operate stations on 1420 and 1370 kc., respectively, were filed with the FCC this week by Examiner John P. Bramhall.

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FCC NAMES NEW AIDE IN TELEPHONE INQUIRY

The Communications Commission on September 1 announced the appointment of Carl I. Wheat as an Associate Attorney in the investigation of the American Telephone and Telegraph Company. There are reports that the investigation might take a new turn.

Wheat will supervise the rates and tolls section of the inquiry. He won recognition by effecting several utility rate reductions on the West Coast.

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MAYBE BRITISH STILL BELIEVE INDIANS ROAM THE U. S.

For years after the last Indian tribe had been killed off or segregated on a governmental reservation the average Englishman believed that the United States was veset with marauding redskins. Now, it seems, the British Broadcasting Corporation is depicting Dixie in a late 19th century tempo.

Publicizing a program of Negro songs and spirituals by John Payne, an American jazz orchestra leader, and his Jubilee Singers, the BBC comments:

These artists have picked cotton in past days, and have taken part in the frequent evening festivities that follow a day in the fields. 'Dixie Land Whar I Was Born In', as their program is called, will portray a happy sidelight on the simple enjoyment of cotton pickers.

"When a plantation owner wants his cotton picked in a hurry, he issues a call to all the folk in the neighboring countryside. The pickers make their way by river and road, singing all the way. They sing while they pick cotton, and they work until the whole plantation has been picked. Then follows a feast, which they call a barbeque. An ox is roasted over an open fire, songs are sung round the fire, and the festivities wind up with a dance. Such an evening feast will form the theme of John Payne's broadcast, which will be produced by John Pudney.

"John Payne was born in the southern cotton fields of the United States and worked there until he was a young man, when he went to a ranch in California. He came to England with a syncopated orchestra in 1919, and has made frequent and long visits here since then.

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9/1/36

COMMISSIONER PAYNE PRAISED FOR STAND ON BROADCASTING

Commissioner George Henry Payne, whose views often run contrary to those of his colleagues on the FCC and to leaders in the radio industry, was praised by the Washington (D. C.) Evening Star in an editorial following his address last week at Bay Shore, L. I. The editorial stated in part:

"George Henry Payne, Federal Communications Commissioner, is a philosopher. His friends have been familiar with that fact for many years, and his writings prove it. For example, he happens to be one of the few thoughtful men who have bothered to consider the future of broadcasting. 'Developments and inventions are now going on and being made in the radio field," he said in a recent address to the Bay Shore, Long Island, Rotary Club, 'that will affect the mental life and education, and possibly the material interests, of every person in the country.'

"The question is: How and to what effect? And the Commissioner stated the basic problem in terms of opposition groups. 'A fierce struggle,' he declared, 'is going on for the control of the great resource of the air. Private interests favoring private monopoly are naturally anxious that there be just as little governmental "interference" (regulation) as possible in what they call their "business". Those who believe that we must not repeat the mistakes of the past and allow the wasteful private exploitation of our resources are just as keenly aroused in behalf of the Government taking a strong stand to protect the public interests.'

"But the people in general are 'indifferent' to the outcome of the battle, the Commissioner told his audience. And a fair inference from his words is that he believes that it is in that careless attitude on the part of the plain men and women of the Nation that the real danger lies.

"The Commissioner, obviously, is mindful of the record of the past. He knows that apathy has been fatal to social advantage in other earlier crises resulting from new inventions and new processes. Progress, he realizes, almost invariably is handicapped by greed and by the popular inertia upon which greed fattens and grows strong. But he has done his personal duty. If radio is destined to be an added chain for humanity to wear, he at least will have the satisfaction of having warned against the peril of permitting it to become so without resistance."

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7 MONTHS OF NBC MAIL TOPS 1935 TOTAL

Hot weather and vacations notwithstanding, the radio public wrote 63,850 more letters, according to the National Broadcasting Company, in July, 1936, than July, 1935. Daytime programs attracted 63 per cent of this mail. NBC audience mail for the seven months of 1936 has already passed the full year total for 1935.

Among the twenty-five leading non-sponsored programs were six of a strictly religious nature. Four of these were among the first ten "mail-getters". Also among the leaders were four programs featuring vocal soloists.

The ratio of favorable comment to unfavorable is another interesting feature of the July report. Of the 3,021 correspondents who commented on the type of program, 2,975 said they approved. Only 46 written complaints about programs were registered. And--of this number--a mere 30 had any constructive suggestion to make about improving the program. Artists fared well with 857 applause letters against 39 letters of criticism. In the entire coast to coast total of mail only 15 complaints about commercial announcements were received.

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NBC STATIONS REACH 100 AS KGBX JOINS

Station KGBX, Springfield, Missouri, will join the National Broadcasting Company networks September 1 as an optional station of the company's Southwestern supplementary group. KGBX is owned by the Srpingfield Broadcasting Company, which is headed by Lester E. Cox. The station is modernly equipped. It broadcasts on 500-watts power with a frequency of 1230 kilocycles.

Originally located at St. Joseph, Missouri, KGBX is a veteran among the mid-western broadcasting stations. It was moved to Springfield in 1931, and has become noted for its broadcasting of news and current events. Its addition will bring the total of NBC stations throughout the nation to 100.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF SEPTEMBER 7, 1936

Most Rural Listeners Prefer Clear Channel Stations.....2

First Television Receivers At London Radio Show.....6

East Follows West As Yale Sells Grid Games.....7

Labor Day Brings FCC's Vacation To An End.....8

Flamm Sees Radio As Aid To Peace.....9

Radio Used As Indicator Of Most Popular Song Hits.....10

FTC Names New Firms In Radio Complaint.....11

Annual Paley Award To Be Given Outstanding Amateur.....12
NBC August Time Sales Up 69%.....12
Campaign Called Disappointing To Broadcasters.....12

No. 959

September 7, 1936

MOST RURAL LISTENERS PREFER CLEAR CHANNEL STATIONS

More than 75 per cent of the nation's rural radio listeners would rather tune in their programs from powerful clear channel broadcasting stations than regional or local outlets, a long-delayed engineer report to the Federal Communications Commission disclosed late last week.

Spread over the last two years the survey was made to determine the relative value of clear channel operation and probably will guide the future policy of the FCC with regard to an expected reallocation of facilities in the 550-1600 kc. broadcasting band following a general public hearing beginning October 5.

The investigation was launched after demands had been made by broadcasting applicants that at least some of the 40 clear channels be broken up into regional and local wavelengths, thus providing additional facilities for an increase in the now 600 odd stations.

Originally set aside for exclusive operation of high-powered transmitters, with but one outlet to a channel, the clear channels have been made to carry two stations in most instances.

The engineering survey, conducted for the most part during the Winter and Spring of 1935, was divided into four parts. The first was a postcard inquiry made among rural listeners; the second part of the data was obtained by inspectors who engaged in personal interviews; the third part pertains to conductivity of the earth as determined on certain paths; and the fourth concerns the analyses of the continuous field recordings made of clear channel stations. The two latter surveys were very technical, and the results are understandable only to a radio technician.

The report presents data and analysis without drawing any conclusions or making any recommendations. No action by the FCC is anticipated until after the October broadcast band hearing.

The post card questionnaire study was made to determine the relative effectiveness of different classes of broadcast stations in rendering service to the rural sections of the United States. A secondary purpose of the questionnaire was to obtain data on the types of receivers used by rural listeners in order to arrive at a conclusion concerning their electrical characteristics and the degree of obsolescence. The study was conducted by mailing approximately 86,000 questionnaires direct to rural listeners whose names were obtained from the Agricultural Adjustment Administration and sending 30,000 more questionnaires to fourth class postmasters. The text of the questionnaire card and the questions asked on the reply card were as follows:

The Federal Communications Commission is conducting a survey of broadcasting to determine what stations serve rural and small urban areas. The purpose of the survey is to obtain data whereby the Commission may better regulate radio with respect to improving your broadcast reception. Your cooperation is respectfully requested in supplying certain information by completing the attached card. Fill in the blanks, tear off the card, drop it in the mail box. No stamps are necessary. (Kindly return the card even though you may not own a radio receiver).

(1) Do you own a radio set?_____Make_____
Model No._____Number of tubes_____
When purchased_____Is it now in operating condition?_____
(2) Name your favorite radio stations by call letters in the order of your preference:
(1)_____(2)_____(3)_____(4)_____
(3) What is your post-office address?_____
_____County_____
State_____
(4) This space is for any general comments on radio broadcasting which you may care to make.

Of the 116,000 questionnairs sent out by the Commission, 46,586 were returned. The survey was started on February 1, 1935, and by March 1, 1935, practically all the cards had been returned. Of the total cards returned, upon tabulation it was found that 13,916 were not suitable for purposes of analysis either because the questionnaire was returned unanswered, the individual did not have a radio receiving set or his receiving set was not in operating condition. The total of questionnaires available for analysis was then 32,671. The information from these cards was tabulated to show the listener preference as to clear, regional and local channel broadcast stations, the year of manufacture of the receiver used by the listener, and the number of tubes employed. From this tabulation the following tables were prepared:

National Rural Listener Preference by Channels

Station Classification	Percent	Number of Stations Licensed
Clear Channel	76.3	95
Regional Channel	20.6	277
Local Channel	2.1	256
Foreign	1.0	

(Table showing listener preference by States carried in report but not reprinted here).

Year of Manufacture of Radio Receiver

Year of Receiver	Percent
1929 or earlier	26.1
1930	12.7
1931	10.1
1932	12.1
1933	13.8
1934	21.6
1935	3.6

Number of Tubes in Receiver

Number of Tubes	Percent
4 or less	5.6
5 to 7	69.9
8 or more	24.5

"The table of listener preference according to States gives an indication of the relative effectiveness of stations of the various classifications in rendering rural coverage in different States", the report points out, "and when compared with the station and frequency assignments within or adjacent to each State much interesting information results. In the thickly settled Eastern and Southern States, even though there are many broadcast stations of the regional and local classification operating, a high percentage of the rural listeners preferred service from clear channel stations.

"A tabulation of listener preference by stations and States indicated that the four stations most frequently named as the first choice of the listener were all clear channel stations in 31 States and that when a regional station appeared among the first four it was almost invariably a low frequency station as discussed in the previous paragraph.

"With only three exceptions, the first choice of the listeners in each State was a clear channel station.

"A clear channel station of 500 kw. power was the first choice of listeners in 13 States. The States showing this preference ranged from Michigan to Florida and from Virginia to Arkansas. In six additional States, among them Texas, this same station appeared as second choice.

"The first choices of listeners in the Territory of Alaska and the Territory of Hawaii were clear channel stations located in the Southern California area.

"The tabulation of the year of manufacture of the radio receivers indicates that approximately 75 percent of the receivers in use at the time of the survey were purchased between the years of 1930 and 1935, inclusive, and approximately 50 percent between

the years of 1932 and 1935. The low percentage of 1935 receivers is due to the fact that the survey was concluded by March 1, 1935, and consequently, a very small percentage of 1935 receiver sales were included. The analysis according to the number of tubes used by each receiver, which indicates 69.9 percent had from 5 to 7 tubes, may be taken as showing the average receiver to be a superheterodyne of fair quality. This belief is further strengthened by the fact that 75 percent of the receivers were manufactured subsequent to 1930."

Another part of the allocation survey was conducted by dispatching inspectors from the Field Section of the Commission's Engineering Department through various localities with field cars. On these trips rural listeners living within the primary service areas of several broadcast stations of the different classifications were interviewed for the purpose of determining the approximate limit of the night primary service areas. At the point where listeners reported to the inspectors that satisfactory service was no longer obtained, the day field intensity from the station was measured. The data concerning clear channel stations are insufficient, however, to be conclusive, the report states.

At the time the investigation was conducted by the inspectors, the listeners interviewed were also questioned concerning their choice as to stations and the information tabulated as was done in the questionnaires survey to indicate the preference as to clear, regional or local channel stations.

The close agreement between the data obtained by the inspectors, which indicated 75.1 percent of listeners preferred a clear channel station, agrees very well with the results of the questionnaire survey, which arrived at a figure of 76.3 percent for the same preference.

Seven sample field intensity records are included in the report and illustrate many of the phenomena encountered in connection with the reception of radio waves from distant broadcast stations. The records given are chosen so as to include a variety of conditions with respect to distance from the transmitter, frequency, season, types of fading, and kind of transmitting antenna. These records are explained briefly as follows:

"First record - WCAU, at a distance of 70 miles - illustrates the severe fading without appreciable change in average field strength which sets in just after sunset at this distance and season, and is due to interference between the ground wave and one or more sky waves. The steady ground wave (about 0.32 MV/M) may be seen on the record just prior to sunset.

"The second record - that of WGY, at a distance of 139 miles - shows a similar phenomenon with the added features of pre-sunset fading and a gradual increase of average field strength through the twilight period.

"The third record is of WBT at a distance of 526 miles. At this distance the fading is presumably due to ionosphere fluctuations only, and the relatively long period of fading on this frequency and at this distance is of interest.

"The fourth record is of WCFL and KGR. It is of interest to notice that the period of fading is about the same for each station, although the distances are 563 and 1263 miles, respectively.

"The fifth record is of WLS - WENR at a distance of 804 miles. This is given as one of the best examples of long period fading obtained during the survey.

"The sixth record is of KFI at a distance of 1175 miles and WOI at a distance of 269 miles. WOI goes off the air shortly after sunset at Ames, thus protecting the secondary service of KFI. The field intensity of KFI begins to increase at sunset at Grand Island, continuing this increase for over an hour after sunset at Los Angeles.

"The seventh record is of WOAI at a distance of 2163 miles. For this distance and frequency the period of fading is relatively short."

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FIRST TELEVISION RECEIVERS AT LONDON RADIO SHOW

For the first time television receivers were on display and for sale at the annual Olympia Radio Exhibition which opened in London early in September under sponsorship of the Radio Manufacturers' Association. Demonstrations of the receivers are given twice daily with transmissions coming from the new BBC television station at Alexandra Palace. Programs consist of excerpts from talking movies, actual studio productions, and "shots" of open air scenes around the station.

"Much interest was shown in a new battery receiver which operates without an H.T. battery and obtains its power from a low-tension accumulator", the B.B.C reports. "Overseas visitors also were much impressed by the wide range of new short-wave and all-wave receivers suitable for the reception of the BBC Empire station.

"Experience has shown that overseas listeners need really sensitive receivers, and it is safe to say that this year the British manufacturer has studied the problem carefully, with the result that there were many sets on view at Radiolympia eminently suitable for use abroad. In the first place the designs of many new sets make use of every known development to ensure satisfactory operation in countries of humid climate. The cabinets of battery sets, in many cases, are airtight; and in main receivers, where adequate ventilation is essential, the coils, power and

output transformers, and the field coils of loudspeakers are all wax-impregnated to keep out the damp. Condensers have been specially treated with the same object in view, and even special high-tension batteries are being marketed for overseas use.

"The technical aspect has received equal consideration. The super-heterodyne circuit has been almost universally adopted, and many manufacturers have incorporated one well-designed high-frequency stage - a welcome trend. It is impossible in this short eye-witness account of Radiolympia to delve deeply into technicalities, but regarding the question of size (number of stages in the set) the new overseas models are very ambitious. There are literally dozens of six, seven, and eight-valve receivers, and many even larger. One manufacturer has produced a fourteen-valve A.C.-mains operated all-wave radiogram especially for overseas use; another has gone one better with a twenty-valve all-wave A.C. radiogram, with a fifteen-watt speech output, costing 120 guineas.

"Quality of reproduction has apparently received a deal of attention this year, judging by the extended audio-response curves claimed by some manufacturers for their sets. The tendency seems to be to incorporate larger power-output stages, and loud-speakers with bigger magnets and diaphragms.

"There is no revolutionary change in the price of receivers: all prices seem to have kept the same level as last year, but undoubtedly the sets are better."

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EAST FOLLOWS WEST AS YALE SELLS GRID GAMES

Taking a cue from the higher educational institutions on the Pacific Coast, Yale University last week startled the sporting and educational worlds by announcing that it was selling the broadcasting rights to a commercial sponsor, the Atlantic Refining Co., for $20,000. The story was disclosed first in the New York Times.

While Yale's example was expected to break the ice of many other Eastern colleges and universities which have frowned upon such commercial invasion of an amateur sport, Princeton immediately stated that it would not follow Yale's lead.

Harvard's graduate manager of athletics, Bill Bingham, was quoted upon his return from the Olympic Games at Berlin, as saying that Harvard would be receptive to a commercial offer for broadcasting rights of its home gridiron contests.

"I don't think it is inconsistent", he said. "I think it's rather a dignified practice just like selling advertising for programs."

John Shepard, 3rd, President of the Yankee Network, who had a large hand in "selling" Yale, announced subsequently that he was looking for commercial sponsors for Brown University and Boston College.

The only taboo raised by Yale in offering its six home games for sponsorship was that no liquor dealer or distiller was acceptable.

The large oil companies appear to be taking the lead in sponsoring the college football games, both on the West Coast and over the country.

The Southern Football Conference announced it had lifted its ban on sponsorship of gridiron games of its members, leaving the decision in each case to the participating college or university.

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LABOR DAY BRINGS FCC'S VACATION TO AN END

Labor Day means just that for the members of the Federal Communications Commission as it marks the end of their Summer vacation, and as they have a heavy schedule of work awaiting them for the Fall. Having operated with only one or two Commissioners in attendance simultaneously for the last two months, the FCC has postponed all major activities and decisions until the famed Summer heat of Washington begins to subside.

The major tasks facing the Commission this Fall are:

A general hearing on the broadcast band 550 to 1600 kc. on October 5th with a reallocation of broadcasting facilities in prospect.

A decision on whether to approve any or all of ten applications for super-power permits from stations which want to emulate WLW, Cincinnati, and use 500,000 watts.

The so-called "Brooklyn case" controversy that has disturbed the FCC for more than two years and now has become emeshed in politics. A hearing has been scheduled for October 26th.

The whole problem of allocation of the ultra-high frequencies, concerning which a public hearing was held in mid-June, and a determination of the United States' recommendations to the Cairo International Radio Conference.

The October 5th hearing is expected to deal with all the major problems in the technique of broadcasting brought about by developments since the last general reallocation of 1928.

T.A.M. Craven, FCC Chief Engineer, has informed the Commission that radio "is at the cross-roads" and that new regulations and possibly a shifting of frequencies among the services are in order.

Explaining the purpose of the hearing recently the FCC said:

"As is well known in the industry, the existing practical allocations depart somewhat from the empirical standards which became the basis of regulations in 1929, and which have not been changed since that date. It is believed that at least one of the outcomes of the October 5 hearing will be to modify the regulations so that they will conform to the actual practice of today."

The proponents and opponents of super-power will be given an opportunity to debate, the FCC said, and the question of splitting up the clear channels further to provide additional facilities will be discussed.

As the policy of the FCC with regard to higher power will depend largely on the outcome of the broadcast band hearing, no date has been set for a hearing upon the ten applications for permits to use 500,000 watts transmitters.

The stations seeking the super power are: WHO KNX WJZ WGN KDKA WJR KFI WSM WHAS and WBZ.

The "Brooklyn case" hearing has been scheduled and postponed a half-dozen times since the FCC made a ruling last Winter only to retract it under political pressure.

Involved are the continued existence of WLTH, WARD and WVFW, which the FCC proposed to take off the air, an increase in time for WBBC and a proposed construction permit for the Brooklyn Daily Eagle to share the 1300 kc. channel with WBBC.

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FLAMM SEES RADIO AS AID TO PEACE

"Properly employed", radio could be a powerful bulwark for the preservation of peace in Europe, Donald Flamm, New York radio executive, declared last week as he sailed from Nice, France, for America aboard the Italian Liner "Rex", after a trip through England, France, Italy, and Switzerland.

"European statesmen", he said, "should realize that radio could be a powerful instrument for goodwill, instead of being used for dangerous propaganda of hatreds. Radio could easily dissipate many unfortunate disagreements among European nations."

Wireless in the United States has nothing to learn from Eugope, Mr. Flamm said as a result of his European study, but he said that France and Germany, already making regular television broadcasts, lead in that field.

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RADIO USED AS INDICATOR OF MOST POPULAR SONG HITS

The volume of sales of sheet music used to serve as an indicator of a song's popularity; now it's the number of times it is played over the air.

The American Society of Authors, Composers, and Publishers last week issued its annual analysis of the song hits of 1935 and the selections were based upon the frequency with which the compositions had been played over the major networks - NBC and CBS.

E. C. Mills, ASCAP General Manager, explained that the radio figures were most indicative of a song's general popularity. If it was going out over the air, he said, it was undoubtedly being danced to at restaurants, night clubs and tea rooms, crooned at private parties, strummed by ukulele players and hummed by casual strollers everywhere.

The total credits earned by a number, it was specified, represented the number of times it was transmitted by an individual station. Thus if there was a chain hook-up of eighty stations, eighty points would be scored.

A separate count of sheet music was provided for the first six songs. It did not parallel the radio tally. The first six were:

"When I Grow Too Old to Dream", by Sigmund Romberg and Oscar Hammerstein, points 29,161; sheet sale, 550,000; "I'm in the Mood for Love", by Jimmy McHugh and Dorothy Fields, points 26,537; sheet sale, 200,000.

"In a Little Gypsy Tea Room", by Joe Burke and Edgar Leslie, points, 25,228; sheet sale, 311,000; "Lullaby of Broadway", by Harry Warren and Al Dubin, points, 24,864; sheet sale, 125,000.

"Cheek to Cheek" (often referred to as "I'm in Heaven") by Irving Berlin, points, 24,134; sheet sale, 250,000; "What's the Reason I'm Not Pleasin' You?" by Pinky Tomlin, Earl Hatch, Coy Poe and Jimmy Grier, points 23,944; sheet sale, 160,000.

Mr. Mills said no new musical trends were evidenced by the statistics; the love theme was still the old reliable, and Americans still liked good melody. The romantic songs were perhaps a little gentler, though, he conceded.

"They're not writing the "Hot Lips" and so on that they used to write", he remarked. "They're all pretty nice, jolly, sweet, clean songs."

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FTC NAMES NEW FIRMS IN RADIO COMPLAINT

The Federal Trade Commission has issued an amended and supplemental complaint charging Knight Electric Company, Inc., 16 Hudson Street, New York City, and associated companies, with unauthorized use of well known trade names and the appropriation of the reputation and good will of certain established companies, in the sale of radio receiving sets, tubes and accessories.

The original complaint in this case, issued in December, 1935, charged Knight Electric Company, Inc., with appropriating the names "Majestic International", "Victor International", "Victor Radio Stores", and "Edison Radio Stores", without the authority of the owners of such names, namely, Grigsby-Grunow Co., RCA Victor Co., and Thomas A. Edison, Inc.

The amended and supplemental complaint names as respondents several additional companies and individuals and alleges the use on name plates attached to radio products sold by them of other names and letters or symbols in addition to those mentioned in the original complaint. Among these are trade names containing the names Marconi, Edison, Bell, Victor, Majestic and Bronswick, the name Brunswick being the property of Brunswick Radio Corporation, and symbols and letters alleged to simulate the letters "RCA and "GE" as owned by Radio Corporation of America and General Electric Co., respectively.

Besides Knight Electric Co., Inc., the amended complaint names the following companies engaged as essentially a single business in manufacturing and assembling radio sets, tubes, and like products: Temple Electric Corp., Acme Radio Corp., Pirate Radio Corp., Gillet Radio Corp., Radio Products Corp., and Franklin Sales and Distributing Co., Inc., all of 16 Hudson Street, New York City.

The following officers of these companies are named as respondents: Eric Houser, President, Director and Agent of the several companies; David I. Morrison, A. M. Frank, Leon C. Sacks, Charles Johannes, Morris A. Weiner, Otto Dreher, Charles Drehen, Ruth Wasserman, J. R. Rosenberg, and S. Buchman.

Radio Dealers named as respondents are, Harvard Radio Tube Testing Stations of Pa., Inc., 208 N. Broad Street, Philadelphia; Ross Distributing Co., 2020 Chancellor St., Philadelphia; Sun Radio and Service Supply Corp., 938 F St., N.W., Washington, D. C.; Schiller Brothers, Inc., 922 F St., N. W., Washington, D. C., Robbins Radio Co., and Ambassador Radio Co., 940 F St., N. W., Washington, D. C., and Call Radio Co., 636 H St., N. E., Washington, D. C.

Five manufacturers and dealers in name plates and escutcheons for use on radio sets are named respondents - Metal Etching Corp., 1001 Essex St., Brooklyn, N.Y.; Etched Products Corp., 3901 Queens Blvd., Long Island City, N. Y.; Electro Chemical and Engraving Co., 1100 Brook Ave., New York City; Premier Metal Etching Co., 2103 - 44th Ave., Long Island City, N. Y.; and Crowe Nameplate and Manufacturing Co., Chicago, Ill.

The amended complaint fixes Friday, October 9th as the final date for the respondents to show cause why the Commission should not enter against them an order to cease and desist from the violations of law charged in the complaint.

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ANNUAL PALEY AWARD TO BE GIVEN OUTSTANDING AMATEUR

On September 6, at the National Amateur Radio Show held in conjunction with the American Radio Relay League's Central Division Convention, announcement was made that William S. Paley, President of the Columbia Broadcasting System, has offered a permanent award to be presented annually to that individual who through amateur radio, in the opinion of an impartial Board of Awards, has contributed most usefully to the American people, either in research, technical development or operating achievement.

Mr. Paley designated the American Radio Relay League as the permanent custodians of the award. Upon it will be engraved each year the name of the winner of the award. A smaller replica will be presented to the individual selected as the winner, by an impartial Board of experienced authorities on amateur radio activities.

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MBS AUGUST TIME SALES UP 69%

The Mutual Broadcasting System's total billings for the month of August, 1936, were $122,065.31, it was announced last week. This includes the billing of basic and associated stations and marks an increase of 69% over August, 1935. The total billings for August, 1935, were $72,075.69.

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CAMPAIGN CALLED DISAPPOINTING TO BROADCASTERS

"The broadcasting trade is complaining that the politicians are holding down on their radio budgets", writes Paul Mallon, Washington columnist, in his syndicated column. "No long-term contracts are being made. Both Farley and Hamilton are buying only single-period time.

"At this rate, neither the Republicans nor Democrats will spend the millions of dollars planned by each for this type of promotion.

"But this rate will not last. The Republicans are getting ready a more extensive final radio campaign than has ever been attempted in politics before. Democrats have heard about it, but do not know the details.

"The broadcasting companies probably would not mourn much if the national committee fail to run up big bills, as both are considered very slow pay. Some of the bills of the campaign four years ago are said not to have been settled yet."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

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INDEX TO ISSUE OF SEPTEMBER 11, 1936

Next Six Weeks To Prove Value Of Politics To Radio.....2

NAB Raps Warner Brothers' Offer Of Film Disks.....3

Buck And McCosker Differ On Radio Effect On Music.....4

Crosley Among Contributors To G.O.P. Fund.....5
NAB Committee Chairman Named By New President.....5
"Televisor" Registered, BBC Reminds Correspondents.....5

New York Radio Show Largest Ever Held.....6

New South African Radio System Like Australia's.....7
New Directional Compass Used In Richman Hop.....7

German-American S-W Interference At Rio.....8
Radio Controlled Auto Amazes Blase New York.....8

Chinese Plan To Reach U. S. By Short-Wave.....9
Argentine In Market For Better Radios.....9

FCC Orders Probe Of Long Distance Phone Rates.....10

Industry Notes.....11

WMCA And French Station To Trade Programs.....12
American Radios Reported Popular In British Malaya.....12

No. 960

NEXT SIX WEEKS TO PROVE VALUE OF POLITICS TO RADIO

With only about six weeks to go before the current presidential campaign ends, broadcasters are waiting for the boom business expected from the Republican and Democratic National Committee.

While figures are not yet available on actual expenditures by either party, indications are that they are not as great as anticipated early in the Summer, when forecasts were that $1,000,000 might be expended by each political organization for radio time alone.

President Roosevelt apparently has been responsible for much of the delay by his postponement of his actual campaign until early October at least. He has, however, shrewedly made use of national hook-ups for non-political addresses, reports to the nation, drought conferences, and the like.

The Republican National Committee has been sponsoring nightly political talks and interviews by William Hard, noted Washington correspondent, and the Democrats have bought time for supporters of Roosevelt like Secretary Ickes or Democratic Governors to answer Governor Landon.

Although Governor Landon has been more fruitful, from the broadcasters' point of view, as a result of his political tour of the East, even he has not produced as much radio revenue as anticipated.

Broadcasters are hopeful that the next few weeks will bring a change and a real campaign over the air. They recall that they patiently awaited the party conventions before charging for political talks, and now they are realizing the politicians, like most other persons, were quick to use free time on the air but are less voluble when they have to pay for broadcasting facilities.

Both the Republican and Democratic National Committees have radio divisions in operation, but even they appear to be slow about actually starting their campaigns on the air.

Both are laying plans for transcription distribution among independent stations, but broadcasters are beginning to wonder whether the disks will be available in time to be of much value or to produce much revenue.

The only antidote to the disappointing presidential campaign is the record-breaking Fall business that is rolling into networks and independent stations alike. All trade forecasts agree that the year's revenue will reach $100,000,000 for the first time in the industry's history.

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NAB RAPS WARNER BROTHERS' OFFER OF FILM DISKS

Warner Brothers, which only recently healed a breach with the broadcasting industry by returning its music publishing subsidiaries to the fold of the American Society of Authors, Compoers, and Publishers, is the object of an editorial attack in the current weekly bulletin of the National Association of Broadcasters.

Citing one of the queries in a questionnaire allegedly mailed to radio stations, the NAB bulletin reports that the broadcasters are asked by Martin Gosch, Radio Director of Warner Brothers: "Do you wish to subscribe to our free motion picture preview transcription service sent to you in advance of film relase?"

The NAB bulletin, edited by James W. Baldwin, Managing Director, then comments:

"This is not unlike other propositions submitted to members from time to time by other film companies. The film people are conscious of the fact that radio offers the most efficient means for exploiting their pictures. By means of 'Hollywood News', 'Commentaries by leading film stylists', etc., the film personalities may be kept constantly before the listeners on 29,000,000 receiving sets. By means of song plugging (by special permission) and dramatizations, radio popularizes new songs and invites listeners to see their favorite performers.

"If the Warner proposition does not seek, as others do, to obtain free time - free exploitation of their pictures - why does not Mr. Gosch place an order for time and pay for that time at the rates specified in the stations' rate cards. He has all the facilities for building excellent commercial programs. He must know that talent costs are in addition to time costs. He ought to know that radio stations cannot discriminate between advertisers.

"There is even more at issue here. One fact that cannot be ignored is that while radio stations are popularizing film music, they are building a music repertory that requires an expenditure of 5 per cent of their receipts for 'time on the air' even though music is not used in certain programs. Another is that after popularizing orchestra leaders and other talent (often identified with motion pictures) radio is threatened with litigation if they do not cease broadcasting the recordings of such persons or pay heavy royalties for their use - and regardless of the fact that the musical selections involved are contained in the ASCAP repertory."

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BUCK AND McCOSKER DIFFER ON RADIO EFFECT ON MUSIC

A declaration that radio has brought a very brief life for modern popular songs by Gene Buck, President of the American Society of Authors, Composers, and Publishers, brought an immediate retort from Alfred J. McCosker, President of WOR, New York.

Returning from California, Mr. Buck told reporters upon docking in New York that Americans of future generations will probably not know the songs of today as the present generation knows "Sweet Rosie O'Grady" or "The Sidewalks of New York."

Mr. McCosker, who had just returned from a European tour, replied that radio merely puts a quick end to worthless music but does not harm compositions worth preserving.

"The Bible and Lincoln's Gettysburg address have been repeated and reprinted again and again", he observed, "and have lost nothing in repetition. Radio reiteration of fine music does not detract from it. If it is real music it will live."

Said Mr. Buck:

"I am greatly disturbed about the future of any music written today. In the old days, prior to radio broadcasting, it took three or four years for an American song to sink into the hearts of the people. Today, with more than 600 broadcasting stations, the popularity of any song, no matter how splendid it is, lasts no more than six weeks."

Songs like "Smoke Gets in Your Eyes", by Jerome Kern, and Billy Hill's "The Last Round-Up", the latter "one of the finest American folksongs", should become a part of history, he said, but constant use may relegate them to oblivion. He paid tribute to Mr. Kern as "the tops" in modern composing, and said he was "lasting" because his songs were in such good taste.

"I do not want to see these songs killed", Mr. Buck continued. "They are too fine and beautiful. I have no solution as to how this can be met except as is being done today with some of the musical-show songs, where there is a limit placed on their broadcasting. A song surreptitiously becomes a part of us. We remember vividly the songs that were sung to us when we were babies; we recall the songs associated with our first love affairs and those that accompany wars. It is because they stayed with us a long while. Radio today lets us keep them only a few weeks."

He added that if it were not for music radio would not last, since 75 per cent of the programs depend on music in one form or another.

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CROSLEY AMONG CONTRIBUTORS TO G.O.P. FUND

The names of three personalities in the radio industry were included in the list of contributors reported to the clerk of the House of Representatives this week by the Republican National Committee. They are Powel Crosley, Jr., owner of WLW, Cincinnati, with $2,500, and A. Atwater Kent and A. Atwater Kent, Jr. formerly radio set manufacturers of Philadelphia, with gifts of $5,000 each.

Also among the group of contributors to the Maine Republican campaign fund, it was disclosed this week by the Senate Committee on Campaign Expenditures, were A. Atwater Kent, former Philadelphia radio manufacturer, and Senator Wallace H. White, Jr., Republican candidate for Senator, who for years has played a leading role in radio legislation on Capitol Hill. Mr. Kent's contribution was $1,000, while Senator White gave $2,000.

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NAB COMMITTEE CHAIRMAN NAMED BY NEW PRESIDENT

H. K. Carpenter, of WHK, Cleveland, this week was appointed Chairman of the Commercial Section of the National Association of Broadcasters by C. W. Myers, recently elected President.

Other appointments announced are: Buryl Lottridge, of KOIN-KFAB, Omaha, Chairman of the Sales Managers Division; John J. Gillin, Jr., WOW, Omaha, as Chairman of the Industry Promotion Division; Arthur B. Church, KMBC, Kansas City, Mo., was renamed Chairman of the Committee of Five to represent the NAB on the Joint Committee on Radio Research.

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"TELEVISOR" REGISTERED, BBC REMINDS CORRESPONDENTS

"In each of two paragraphs from foreign correspondents relating to the position of television in their respective countries, in a recent issue, the word 'televisor' was used in a general sense", World Radio, BBC organ states in its current issue. "It has been pointed out to us by Messrs. Baird Television, Ltd., that since the word is the registered trade-mark of that company, the use of it should be confined to the appropriate apparatus manufactured by Baird Television, Ltd."

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NEW YORK RADIO SHOW LARGEST EVER HELD

With the largest number of exhibitors in recent years, the 1936 National Electrical and Radio Exposition was opened September 9th in Grand Central Palace, New York City. All available space was sold long before the show opened.

There are twenty-five radio exhibits besides numerous electrical equipment displays.

At a luncheon-meeting at noon in the Hotel Commodore by the Electrical Association of New York, the show's sponsor, the exposition was described as the most "comprehensive in the history of the electrical industry and its radio division." Gabriel Heatter, WOR commentator, was the principal speaker. It was predicted that the number of show visitors this season would far surpass that of last year, when more than 177,000 persons attended.

The show will be open daily until the night of September 19th.

The new radio sets feature world-wide reception, even to the smallest models, which this season are larger and more impressive looking than last year's. The small models have larger loud-speakers and more accurate tuners, and consoles convey the impression of being more compact.

One manufacturer is displaying small models "built with the accuracy of a fine watch" to bring in distant short-wave programs as well as reproduce local broadcasts with the "utmost midget fidelity."

"Real high-fidelity" is the slogan of another radio maker, presenting for the first time this season a large radio-phonograph combination in the $750 price class. Several other manufacturers also display receiver equipment at the show in this price region. One twenty-five-metal-tube radio has three loud-speakers covering the entire audible range of tone.

Tuning dials are larger, with station call letters marked. A wide variety of visual tuning aids also are employed.

One of the novelties of the show is a "beside-the-chair" radio that tunes from the top and has a plate-glass lid to keep out dust. Several receivers, their designers anticipating a rapid expansion of broadcasting to the shorter wave lengths, have dials and circuits to bring in programs on waves as short as four meters.

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NEW SOUTH AFRICAN RADIO SYSTEM LIKE AUSTRALIA'S

As a result of a governmental inquiry and action by Parliament, the South African Broadcasting Corporation was established in August, this year, and took over the African Broadcasting Company as a going concern, according to a consular report to the Department of Commerce. The corporation took over all assets, obligations, liabilities and responsibilities of every description, paying the company £150,000 in 6 per cent debentures.

Elements of the Australian broadcasting system enter into the provisions of the new act in that the Postmaster General, with the approval of the South African Broadcasting Corporation, may license independent "B" class stations which may obtain revenue by broadcasting advertising. What the attitude of the corporation may be in this respect will determine whether such stations are established.

"In the early days of broadcasting, the South African newspapers viewed radio as a competitor in the limited advertising field, and declined to carry information regarding radio programs", the consular report stated. "Broadcast popularization therefore depended entirely upon its own appeal. It may therefore be supposed that no "B" class stations will be established where services will directly compete with the monopoly stations, the latter being located in the principal publishing centers. In the meantime, as regards the monopoly stations, no change in the existing status will be made until the Board controlling the corporation will have had an opportunity to make a thorough study of the situation and the possibility for improvement. The new law does not prohibit the corporation from advertising through its own stations but it is generally considered that the corporation does not favor continuing after the existing contracts of the African Broadcasting Company have been completed."

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NEW DIRECTIONAL COMPASS USED IN RICHMAN HOP

A new type of radio directional compass, never before used outside the United States, was one of the main features of the equipment of "Lady Peace", in which Harry Richman flew from New York to Wales last week.

It is a combination directional gyro, artificial horizon and two-way radio telephone obtained from the Vincent Bendix aeronautical interests. With it Dick Merrill, the pilot, and Richman were able to tune in on any radio station, broadcasting on any wave length from 200 to 1,500 kilocycles, and to see a light flash on the instrument board, pointing out the direction of that station. The instrument also shows the directions of any two or three stations, thereby permitting the flyers to determine their exact position in a matter of seconds.

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GERMAN-AMERICAN S-W INTERFERENCE AT RIO

Reports from Rio de Janeiro are to the effect that Station W2XAF, at Schenectady, short-wave, and DJN, Berlin, on 954 kc. interfere with each other, preventing clear short-wave reception of either station at Rio. Thus the only other American station which can be heard at night down there is W8XK, Westinghouse, 11870 kc., in the 25 meter band.

There is a further complaint that the Westinghouse station does not come in with sufficient volume; therefore, it is said, no American station, is satisfactorily received at Rio. Germany, on the other hand, is said to be received there almost with the power of a local station and England about as good.

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RADIO CONTROLLED AUTO AMAZES BLASE NEW YORK

Usually blase New Yorkers strained their necks and gaped just like any yokels a few days ago when a driverless cabriolet wound its way in and out of traffic-cluttered streets. They finally learned that it was radio controlled from a preceding car.

A New York policeman, while finding no violations of traffic ordinances, took the party to a nearby police station just to be on the safe side, but the driverless car and its sponsors were later released as nothing in New York laws prohibits operation of an auto by radio.

Employed by a Ford agency for advertising purposes, it trailed a sedan making up to twenty miles an hour over a complicated route. It swung right and left, as required, obeyed traffic regulations and signals, made U-turns and attracted scores of pedestrians along the way who seemed uncertain of whether to gape, laugh or get out of the way.

Aside from the rectangle of wire supported by narrow posts and crossed by diagonals, the novelty machine has nothing to distinguish it from any other convertible coupe. From the diagonals, however, four strands - yellow, red, black and green - lead to a kind of cabinet between the front and rear seat, which is the center of the control mechanism.

Although sponsors of the demonstration refused to give mechanical details, there seemed no reason to believe there was anything scientifically new about the tour. But it was pretty surely the first time a radio-controlled motor vehicle had cruised through busy streets in New York.

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CHINESE PLAN TO REACH U. S. BY SHORT-WAVE

Along about next July, when American radio fans tune their all-wave sets down around the 50-meter mark, they needn't be surprised if they hear a wild jangle of Chinese music followed by a voice explaining that the next number from Station XKOX, Nanking, China, will be next Summer's current American hit.

Back of all this will be T. Y. Woo, Chinese electrical engineer and director of the station. Mr. Woo, fresh from nine months in Europe studying broadcasting methods, now is looking over the American system.

According to Mr. Woo, China hasn't had a really powerful short-wave station up to now. There are about 100 small stations, he says, which broadcast to approximately 1,500,000 radios throughout the country.

There's at least one powerful station, XGOA, at Nanking. But this, although it has 75,000 watts power, broadcasts on the higher wave lengths that aren't conducive to long-distance reception. Mr. Woo is director of XGOA and will combine its activities with the low-wave station next July.

Chinese broadcasters are literally going to have toget up early in the morning to win the American audience. Mr. Woo said that if they broadcast at 6 a.m. Washington listeners will hear the program about 7 p.m. the day before.

Besides playing both Chinese and Western music, the new station will broadcast speeches and news flashes. The announcers will speak in English.

At present Chinese stations broadcasting for home consumption use Mandarin, the official language. They offer singing and orchestral programs, but have a tendency to stress the Chinese drama, Mr. Woo said. He's mighty enthusiastic about his first trip to America and even more so about his new station. He thinks it's going to do a lot for international relations.

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ARGENTINE IN MARKET FOR BETTER RADIOS

Receiving sets and tubes are the most important American electrical exports to Argentina, according to a consular report to the Department of Commerce. Slight competition in this market is offered to radios or radio tubes of United States manufacture by similar articles of British origin, Germany and the Netherlands, both of which nations enjoy the advantage of official exchange, being the principal competitors. In 1933 and 1934 a number of small factories manufacturing inexpensive radio sets sprang up in Buenos Aires. It would appear, however, that the public is gradually growing tired of the locally manufactured sets because of their limited receiving range, and the purchasing trend is once more turning towards the more expensive models either imported complete or set up in domestically manufactured cabinets.

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FCC ORDERS PROBE OF LONG DISTANCE PHONE RATES

Investigation of the long-distance communication services of the American Telephone and Telegraph Company with a view to further reduction of its rates and charges, which are still held to be unreasonably high, was ordered September 10th by the Federal Communications Commission.

Carl I. Wheat, of California, public utilities counsel of Los Angeles since 1933, will conduct the new investigation, which will be a rate proceeding apart from the general inquiry into the affairs of A. T. & T. The general inquiry is being conducted under Samuel Becker, special counsel, and it may or may not be completed before the first hearings are held under the new order.

Resumption next month of the hearings in the investigation conducted by Mr. Becker is expected by the Commission.

The rate investigation was ordered by the Commission on a motion presented August 14th by Commissioner Thad H. Brown, who further moved the appointment of Mr. Wheat as special counsel. Approval and ratification were voted Thursday by the Telephone Division.

In announcing the new order, Commissioner Paul Walker, Chairman of the Telephone Division, said that the action was based in part on complaints received concerning the rates, charges, classifications, services and practices of the A. T. & T. with respect to the long-distance communications services; in part upon testimony introduced at the hearings conducted by Mr. Becker indicating "a record of profits over a long series of years which warrants a thorough investigation"; and on the further ground that such rate reductions and adjustments as have been voluntarily made by the American Telephone and Telegraph Company are insufficient to satisfy the complaints made to this Commission that rates and charges are unreasonable."

While the greater part of the complaints received by the Commission antedated the recent rate reductions instituted by the A. T. & T., protests had been made since and were still coming in, Mr. Walker said.

"Those reductions were not a drop in the bucket", he declared.

Among other complaints, according to Mr. Walker, it was argued that rate reductions applying only on calls to points distant more than 234 miles left average State rates unaffected, and that as between station-to-station and person-to-person calls the higher charge for the latter service was justified only for the first three-minute period and thereafter should be the same.

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INDUSTRY NOTES

Alleging unfair competition in the sale of a product designated "Genuine Texas Mineral Crystals", the Federal Trade Commission has issued a complaint against the Dollar Crystal Co., having headquarters in the Redick Tower Building, Omaha, Nebr. The respondent is a radio advertiser.

The appointment and licensing of the Continental Carbon Co., Pty. Ltd., of Melbourne, Australia, as manufacturers of electrolytic and other condensers under Aerovox patents and using Aerovox production methods, is announced by Aerovox Corp., of Brooklyn, N. Y. The Australian concern will duplicate those units of the Aerovox line of condensers which are required by their trade. Fred W. Clarke, Managing Director of the Continental Carbon Co., has been spending the past two months in the Aerovox plant, studying the manufacture of condensers with a view to setting up similar production facilities in Australia.

Following the completion of arrangements whereby the Columbia Broadcasting System September 1 took over the ownership and management of KNX, Los Angeles, Donald W. Thornburgh, Vice-President in charge of CBS West Coast operations, announced that Paul Rickenbacker will act as Assistant Manager and C. A. Carlson as controller of the station.

Dr. Orestes H. Caldwell, editor of Radio Today, and former Federal Radio Commissioner will speak over the NBC-Blue Network on "Getting Your Radio Ready for Fall", at 8:30 p.m. EST, Wednesday, September 9, and on "Good Reception: Is Your Radio O.K.?" at 6 p.m., Friday, September 18th.

To make the country Cantor-conscious for the new Sunday evening series which it starts over a nationwide Columbia network September 20th, The Texas Company has launched an extensive merchandising campaign which will cover the country with Eddie Cantor promotional material.

A life-size cutout in 8 colors, showing Cantor as a Texaco salesman carrying a placard announcing the series, has been distributed to 25,000 Texaco dealers. The cutout also will be reproduced in full pages of the Saturday Evening Post (Sept. 26), Time (Sept. 28) and Collier's (Oct. 3). Texaco will distribute to dealers 100,000 large window strips in four colors;

100,000 small window stickers; 100,000 large canvas banners in four colors, and 50,000 small canvas banners in two colors. In addition to these station displays, all trucks carrying Texaco products will be decorated with two banners.

C. W. Goyder, formerly of the BBC Research Department, has been transferred to India, where he will become Chief Engineer of All-India radio.

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WMCA AND FRENCH STATION TO TRADE PROGRAMS

An association with Radio Post-Parisian in France was announced by Donald Flamm, President of WMCA, upon his return from an European tour. Under the terms of the arrangement, as settled between Jean Gruenbaum of Post-Parisian, and Mr. Flamm, WMCA and associated stations of the Inter-City Group will have access to all programs of Post-Parisian, and programs originated by WMCA will be available for the French station.

Most of the programs to be exchanged will be shipped across the Atlantic recorded, but an exchange of special programs via trans-Atlantic telephone is also covered in this new arrangement.

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AMERICAN RADIOS REPORTED POPULAR IN BRITISH MALAYA

American radio receiving sets and electric refrigerators are meeting with increasing favor in British Malaya, a report to the Commerce Department from its Singapore office shows. These two items, together with flash light batteries, have made up the bulk of the electrical equipment goods imported into the Malayan market from the United States.

It is estimated that approximately 250 American radio sets and 130 American refrigerators are arriving each month in the Malayan market. Great Britain remains the outstanding supplier of electrical goods to British Malaya, accounting for 52 per cent of the total in 1935, compared with 31 per cent for the United States.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF SEPTEMBER 15, 1936

Soviets' Radio Ad Contest Stirs Speculation.....2

Prall Contributes $500 To Democratic Campaign.....4
Million Dollar Studio Of WWJ Opens This Week.....4

RMA Directors Will Meet September 24.....5
Transradio Opens Fifth Wire, Has 275 Clients.....5

Radio Show Trade Reflects Fall Business Boom.....6
Virginia's "Big Six" To Permit Grid Broadcasts.....6

FCC Acts In Communist Censorship Charges.....7

Church Sells Station After Venture Gets It In Debt.....8

WPA Radio Workshop Continued With $100,000.....9
Dutch Police Confiscate Faulty Radios.....9

NBC Starts Elaborate Sustaining Schedule.....10
R.C.A. Communications' Income Rises Sharply.....10
CBS Announces Biggest Fall Schedule In Its History.....10

Industry Notes.....11

Deems Taylor Appointed Consultant On Music For CBS.....12

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SOVIETS' RADIO AD CONTEST STIRS SPECULATION

An announcement by the All Union Radio Committee of Soviet Russia that it is holding a contest for the best suggestions on radio advertising has aroused the curiosity of Department of Commerce officials.

Because all information on industrial activities in Russia is vague and indefinite when it reaches this country, it is not known what the purpose of the contest may be. As all industry, as well as radio stations, have been under direct government control, there has been no opportunity for commercial advertising as the United States knows it.

As vague news reports indicate a move toward adoption by the Soviet Union of some of the forms of capitalism, however, the contest may be a prelude to sponsored radio programs.

On the other hand, as one government official surmised, the Russians may just be trying to improve their technique of government propaganda broadcasting.

"The competition", as it is called, was announced by the State-controlled Radio Centre, of Moscow, and is under the direction of the All Union Radio Committee. The prospectus, which might have been issued by an American advertising agency, states:

"The material submitted for the competition should be based on the following conditions: (a) brevity; (b) originality of ideas, attractiveness, and effectiveness."

Five prizes are to be awarded, ranging from 1500 to 250 rubles. The contest closes on December 1st.

Unofficial reports also indicate that other European countries are leaning more and more toward commercially sponsored programs as listeners tire of the government showmanship.

France appears to be taking the lead in the trend toward commercialized radio, but Germany, Italy, and Turkey are following close behind.

England continues as the chief opponent to radio advertising; yet British manufacturers are Europe's foremost sponsors. And the British public is the main purchasing support of commercial programs. All Sunday time and evenings during the week on

Radio Luxembourg, foremost European commercial station are devoted exclusively to programs in English. Daytime is allotted thus: Monday, Italian; Tuesday and Wednesday, French; Thursday, German; Friday, Dutch, and Saturday, French.

Some British sponsored shows are rehearsed in London. Companies are then flown to Luxembourg (an hour trip) for the broadcast, and return to London by plane immediately afterwards.

Radio Luxembourg is a 200,000 watt station owned and operated by the Compagnie Luxembourgeoise de Radio Diffusion, and was opened in the Summer of 1932. It is located in the city of Luxembourg in the Grand Duchy of Luxembourg. The transmitter is in Junglinster, 10 miles from the studios.

Sunday time rates are $2,000 per hour, $1,125 a half-hour and $625 per quarter hour. A 40-word spot announcement, one time, costs $375.

Commercials are restricted to 190 words on an hour program, 160 words per half hour, and 95 words on a quarter hour. Programs with commercials in two languages are subject to 10% extra charge for station time, but are entitled to 25% more words. Commercials in three languages cost 20% extra but may use 50% more words.

"Cadum Varieties", half-hour show in France, is the outstanding commercial innovation of the year; for it was the first program to introduce American pace and style. Released over Poste Parisien and seven other leading continental stations every Tuesday night, it is now being widely imitated. Jean Sablon, emcee, an 18-piece swing orchestra and a girls' vocal chorus are permanent in the Cadum set-up, with film and stage stars and sport celebrities filling the guest spots weekly.

Most progressive commercial network is the new Radio-Cite syndicate in Paris, which in addition to Radio-Cite includes Normandie, Midi, Nimes, Algiers, Maroc and Radio-Fer. The latter is a service broadcast exclusively on the crack trains throughout France. A half-hour on the key station, Radio Cite, costs 3,000 francs ($200).

Commercials in Italy are limited to 40 minutes daily per station, distributed in the form of spot announcements. No advertising is permitted in the Scandinavian countries, except Norway, which allots fifteen minutes daily to spot blurbs. PHI, Holland, short wave station, sells time to advertisers who cover the Dutch East Indies.

Belgium has several privately owned stations operating on low power for local coverage. Spot announcements are allowed, but returns are unimportant.

Advertising is permitted over Irish Free State stations, but only for "Irish Made" products.

Time is sold on the Polish government stations, but commercials are restricted and results are limited.

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PRALL CONTRIBUTES $500 TO DEMOCRATIC CAMPAIGN

Anning S. Prall, Chairman of the Federal Communications Commission, and former Tammany member of the House of Representatives, has contributed $500 to the Democratic presidential campaign, a report to the Clerk of the House by the Democratic National Committee, discloses.

Mr. Prall is the only radio figure listed among the major contributors although A. Atwater Kent, of Philadelphia, and Powel Crosley, Jr., of Cincinnati, have made donations to the Republican campaign chest.

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MILLION DOLLAR STUDIO OF WWJ OPENS THIS WEEK

A week of outstanding programs will dedicate the new million dollar studios of WWJ, owned and operated by the Detroit News, beginning on Wednesday, September 16th.

WWJ, which claims to be the oldest broadcasting station in the world, will have five large studios, no two of them alike, located on three floors. All are of "floating" construction, with walls, ceilings, floors, and even electrical conduits mounted on cushions of felt packing which separate them from the remainder of the building. The principal room of the building is the Auditorium Studio, beautifully finished in silver and two shades of blue and occupying nearly half the first floor. It includes a projection booth housing two of the latest type sound motion picture projectors, a completely-equipped broadcasting stage, and one of two consoles of a huge pipe organ, the machinery of which is located on the upper of the five floors.

The new building has the most flexible equipment yet installed in a regional station, and from the studios four different programs can be transmitted simultaneously, to different points, one program to four points, or any combination desired.

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RMA DIRECTORS WILL MEET SEPTEMBER 24

New projects and services for the membership, improved merchandising practices, and sales promotion, will come before the Board of Directors of the Radio Manufacturers' Association, at a meeting Thursday, September 24, at the Hotel Roosevelt in New York City. President Leslie F. Muter of the Association has called the Fall meeting of the RMA Board to consider several new Association projects as well as many important problems now before the industry. Merchandising practices, especially in view of the new Robinson-Patman Act, will be prominent in the discussions of the radio industry leaders. Also a further conference is planned of the special RMA Fair Trade Practice Committee of which Director E. F. McDonald, Jr., of Chicago, is Chairman.

A special survey of the administration of the Federal excise tax has been made by the RMA Set Division under Chairman Arthur T. Murray, to develop uniformity in excise taxes of set manufacturers and effect tax savings in many cases.

Plans also will be approved by the RMA Board for representation of the Association at the October 5 hearing of the Federal Communications Commission in Washington on broadcasting allocations.

Two RMA committees, including both executives and engineers, are preparing for the hearing. A special committee of executives headed by James M. Skinner, of Philadelphia, and the RMA Engineering Committee of which Dr. W. R. G. Baker, of Bridgeport, is Chairman, are both assembling data on subjects scheduled at the Washington hearing.

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TRANSRADIO OPENS FIFTH WIRE, HAS 275 CLIENTS

Transradio Press Service has inaugurated a fifth leased trunk wire to carry its radio news service to new clients in the East. The new circuit extends from New York to Milwaukee, carrying the full 18-hour electric printer service to stations in Pennsylvania, Ohio, Indiana, Illinois and Wisconsin. This is the second westward circuit to be established by Trans-radio. Another circuit runs through New York, Pennsylvania, Ohio and Michigan.

The expansion of Transradio's trunk wire system reflects the vast growth in sponsorship of news programs, which are particularly in demand for Autumn because of the national election campaigns and football. Transradio and its affiliate, Radio News Association, are now serving news to more than 275 clients, according to Herbert Moore, president.

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RADIO SHOW TRADE REFLECTS FALL BUSINESS BOOM

With both attendance and sales running far ahead of last year, the National Electrical and Radio Exposition in Grand Central Palace, New York City, is considered a good indicator of the Fall business boom in the radio manufacturing industry.

Dealers enthusiastically reported trade increases over last year's show from 60 to 800 per cent. While exact figures are not yet available, the New York Times quoted one anonymous exhibitor as estimating that sales are "already about 800 percent greater than at the same time last season in radios".

Others were more conservative, suggesting gains as high as 75 and 160 per cent, but all agreed that increases in trade are "considerable".

Attendance was said to be 20 percent above last year by Joseph Bernhart, show manager.

Larger dials and loudspeakers are the outstanding features of the 1937 receivers.

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VIRGINIA'S "BIG SIX" TO PERMIT GRID BROADCASTS

With leading colleges and universities rather evenly divided on whether to permit broadcasting of their major football games this season, Virginia's "big six" this week reversed an earlier decision and decided to allow the broadcasting of selected gridiron contests.

Capt. Norton Pritchett, athletic director of the University of Virginia, explained that the broadcasting will be sanctioned only as an experiment, that no broadcasting system will be given exclusive rights, and that no member will permit any local station to broadcast any game except those designated. The broadcasts may be sponsored, Capt. Pritchett said, but the educational institutions will not share in the proceeds.

John Bentley, of the Lincoln State Journal, part owner of KOIL, KFAB and KFOR, conducted a survey of representative colleges and universities following Yale's announcement that its football games would be commercially sponsored.

He found that among 74 institutions, 38 permit radio coverage of their games, while 36 ban broadcasts. Of the 38 permitting broadcasts, 24 sell them commercially. As the Virginia decision switches Virginia, Washington and Lee, V.M.I., and V.P.I, the new lineup is 41 allowing broadcasts and 33 barring them.

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FCC ACTS IN COMMUNIST CENSORSHIP CHARGES

The Communist Party of the United States and the American Civil Liberties Union have brought charges that broadcasting stations are discriminating against Earl Browder, Communist candidate for President, contrary to the Communications Act. The Federal Communications Commission is investigating.

The complaints recall the protests made by William Randolph Hearst and members of the House after the Columbia Broadcasting System late last Spring had permitted Browder to speak over its network because Republican and Democratic candidates had been given free time.

Section 315 of the Communications Act states:

"If any licensee shall permit any person who is a legally qualified candidate for public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect."

Arthur Garfield Hays, general counsel of the Civil Liberties Union, demanded that the FCC make a "sharp public statement" relating to political broadcasts because of alleged censorship exercised by Stations WCAE, Pittsburgh; WIRE, Indianapolis; and WCTN, Minneapolis. William Z. Foster, National Committee Manager of the Communist Party, also charged that WCAE had refused to carry out a contract to broadcast an address by Browder on August 28.

Anning S. Prall, Chairman of the FCC, asked for an explanation from WCAE after receiving a report from the Legal Division. The Pittsburgh station, an NBC outlet owned by Hearst Radio, Inc., explained that it will carry all Communist broadcasts by the NBC network but that previous commercial commitments prevented acceptance of the August 28 broadcast.

Similar complaints against WIRE and WCTN are being studied by the Legal Division.

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The Government of Colombia has made a move to keep political discussion off the air, unless engaged in by the Government, by introducing in the Senate a bill calling for the monopolization by the State of all radio broadcasting activities. This measure immediately met with a storm of protest from station owners and operators who contended with some right that if it was the aim of the administration, as it apparently was, to suppress the air dissemination of political topics, it already had achieved that objective by its decree of July 21 while on the other hand if it desired to eliminate chaos from the local broadcasting situation, which it seemingly did not, it had only to enforce the existing regulations.

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CHURCH SELLS STATION AFTER VENTURE GETS IT IN DEBT

While Station KNX, Los Angeles, may be able to earn $200,000 a year, the First Congregational Church of Berkeley, Cal., is willing to sell KRE to wipe out a debt of $16,878 incurred over a period of five years.

Examiner R. H. Hyde this week recommended to the Federal Communications Commission that the church be permitted to transfer the station, which operates on 1370 kc. with 100 watts at night and 250 watts daytime, to an organization of business men who have adopted the corporate name of Central California Broadcasters, Inc. KRE has been operated by the church since 1922.

Explaining the background of the application for transfer, Examiner Hyde said:

"The proposal to transfer the license of the station to a broadcast corporation resulted from circumstances extending over several years. Not being satisfied with the manner in which the affairs of the station were conducted by employees who operate the station upon a percentage basis, the First Congregational Church, acting through its official board, requested Lawrence F. Moore to take charge with a view to maintaining KRE as a first class station. Mr. Moore is a member of the Board of Trustees of the church and is also Secretary and Manager of the California Crematorium.

"The interest which Moore and the California Crematorium took in Radio Station KRE seemingly was intended merely as a Christian service, not a venture in the broadcast business. The church members contributed to the support of Station KRE, but inadequately to maintain its service, and Mr. Moore and his corporation soon realized that their interest in the station was costing much more than had been expected in the first instance. During the period of approximately five years the Crematorium has advanced $16,878.23 for operation of the station.

"In consideration of the funds heretofore advanced for the operation of Station KRE the First Congregational Church of Berkeley has executed a bill of sale transferring title to the physical property of Station KRE to the California Crematorium. The California Crematorium has executed an agreement transferring the station property to the Central California Broadcasters, Inc., in payment for one hundred and twenty-five shares of stock, as heretofore indicated. In this transfer, the valuation placed upon the station equipment is $12,500, which would be the approximate cost of replacement. The original cost of the equipment was $16,878.23.

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WPA RADIO WORKSHOP CONTINUED WITH $100,000

With a new budget of over $100,000, allocated by President Roosevelt from relief funds, the WPA Federal Educational Radio Workshop Project, undertaken six months ago as a means of aiding educators in the proper use of radio, will be continued for nine more months with an augmented staff. The budget covers activities planned from October 1st to July 1, 1937.

The present staff of 75, of whom 38 make their headquarters in New York, may be increased by 25 or more, all drawn from CCC camps or from WPA professional rolls, according to William Dow Boutwell, editor of the U. S. Office of Education, who heads the project under Dr. John W. Studebaker, U. S. Commissioner of Education.

Mr. Boutwell stated that all the additions to the staff will join the Washington headquarters, and that the New York staff on September 15th will move to quarters furnished by New York University in Washington Square, New York University, it was revealed, is considering a resumption of its courses in radio technique, using the Radio Workshop staff as faculty and advisors. The six-week courses, it is planned, will take in not more than 40 students and will be designed to train teachers and directors of educational broadcasting in professional radio technique.

The WPA project itself trains its staff, all but the supervisors drawn from CCC camps and relief rolls, in radio writing, production, acting, music and speaking, and is also building up a library and script collection from which educators and radio station operators can secure ideas and material. With its own staff it is now staging five programs weekly on the various networks, and has one script series which it is distributing to schools and radio stations. More script series are planned.

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DUTCH POLICE CONFISCATE FAULTY RADIOS

The police of many municipalities in Holland, under instructions from the Government Radio Control Service, are busy "chasing the Mexican Dog", wherever he shows himself, observes World-Radio, British Broadcasting Corporation's organ.

"In Rotterdam and the suburban communes of that great port they have recently prosecuted the owners of fifteen faulty receiving sets as well as the makers of these", it continues. "The latter are responsible, so they allege, for much of the bad reception in the neighborhood as well as for serious annoyance to honest listeners who wish to hear good music or pleasant entertainment undistrubed. At the same time they are in the midst of a campaign against owners of receiving sets who place noisy loudspeakers on their balconies or by their open windows and so supply their neighbors with undesired music, or, worse still, shouted descriptions of sporting events. People who do this are liable, under recently imposed regulations, to have their receiving sets confiscated, especially after one or more warnings."

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NBC STARTS ELABORATE SUSTAINING SCHEDULE

Prominent personalities in the fields of education, music, drama and religion and program plans more ambitious than ever before in radio history characterize the National Broadcasting Company's first Fall summary of sustaining programs to be launched on the Red and Blue Networks. In addition to the new programs many favorites return to the NBC networks.

November will see the debut of a new type of college discussion program over NBC networks. Speakers drawn from representative campuses in all parts of the country will hold open forum on problems directly affecting their own lives.

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R.C.A. COMMUNICATIONS' INCOME RISES SHARPLY

R.C.A. Communications, Inc. last week reported a net income for July of $37,068, or an increase of $27,319 over the corresponding month of 1935.

The comparative figures are:

	1936	1935
July gross	$378,025	$329,916
*Net income	37,068	9,749
7 months' gross	2,570,050	2,340,759
*Net income	137,356	96,897

*After taxes and charges

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CBS ANNOUNCES BIGGEST FALL SCHEDULE IN ITS HISTORY

The Columbia Broadcasting System announces the most comprehensive schedule of sponsored features in the history of the network during the season of 1936-37. Sixty-three outstanding programs are included in the commercial list.

The parade of entertainment includes world-famous comedians, orchestras, conductors, soloists, and a host of celebrities from the fields of radio, films, stage, and opera. Supplementing these sponsored features is Columbia's sustaining schedule which will present four symphony orchestras (in addition to three in sponsored series) and a long list of internationally known artists and ensembles.

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INDUSTRY NOTES

The Affiliated Broadcasting Company, Chicago, it is reliably reported, has devised a plan whereby Samuel Insull, former utility magnate and president of the radio chain, together with the 22 affiliated stations in the system, will contribute additional working capital. The plan provides that Mr. Insull and his associates will contribute $20,000 each month and the stations will add $5,000, making a total of $25,000 for use in expanding the network's facilities. It is understood that since the chain was organized last April, approximately $250,000 has been spent for development and organization work. Of this, $76,000 was raised by Mr. Insull and his friends, with the remainder secured by a Chicago banking house. H. B. Walker, Evansville, Ind., has been named as a director, representing the stations. He succeeds E. Ogden Ketting, Chicago, resigned.

WOR, New York, reports, a total of 1,411,181 pieces of mail received since the first of the year up to and including August 29, 1936. During a similar period in 1935, the mail response totalled 531,576 pieces of mail. This is an increase of 165%.

A copyright infringement suit was filed in Federal Court, Manhattan, last week by William G. H. Finch, inventor, and engineer, against Wide World Photos. The complaint charges the defendants with violations of two patents for mechanisms in the transmission of photographs.

Unsatisfactory release dates of the weekly results of the Literary Digest presidential poll led last week to a decision by the Associated Press not to carry the poll results on its wire. The weekly results, released alternately for Friday morning and evening papers, are available for broadcast on a dually sponsored broadcast by John Kennedy Wednesday nights. The same figures are out in the Digest which appears on New York newstands Thursday morning and on Friday or Saturday.

Sparks-Withington Company and Subsidiary for the year ended June 30, announces a net profit after provision for contingencies, depreciation, Federal income taxes and other charges, of $154,561, equal, after annual dividend requirements on 6 per cent preferred stock on which there are accumulated unpaid dividends, to 15 cents each on 900,674 no-par common sares. In the preceding year there was a net loss of $167,738.

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IMPORTANT NOTES

DEEMS TAYLOR APPOINTED CONSULTANT ON MUSIC FOR CBS

Deems Taylor, American composer, critic and journalist, has been appointed Consultant on Music for the Columbia Broadcasting System. He will assist and advise Columbia's Program Department in coordinating its schedule of serious music during the 1936-37 season.

At least five of America's finest symphony orchestras will be presented over the Columbia network each week during the forthcoming season. In addition there will be two symphony orchestras from famous conservatories of music, two series of children's concerts by symphony orchestras, and an impressive series of broadcasts by nationally known vocalists, pianists, and chamber music organizations. Columbia officials feel that Taylor's intimate knowledge of the radio listener's likes and dislikes and his own rich background as composer, critic, music editor and journalist eminently qualify him for his new post.

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There is a steady, although limited market for the sale of radios in Ecuador, according to the Department of Commerce. In general, American radios continue to dominate the market, and in the line of lower priced received sets, foreign makes are reported to be unable to compete. Radios in Ecuador are sold to the public on the installment plan.

Radio represent a very important product from the United States in Brazil, and although the imports decreased a good deal during 1935 in comparison with 1934 the dealers continue to report that conditions were favorable during 1935, the Commerce Department reports.

According to unofficial statistics Bahia imported 833 radio sets during 1935 as compared with 1,357 during 1934 and 734 during 1933. The majority of sales in Bahia are the cheaper long and short-wave table models although a large number of the more expensive radios havebeen sold. According to the local dealers, they are looking forward to more or less steady sales during 1936 and many of them are pushing their sales in the 54 other municipalities that have electricity.

Of the total sales it is estimated that about 77% are American makes and that about 23% are foreign makes.

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DEAN TAYLOR APPOINTED CHAIRMAN OF MUSIC FOR 1947

Dean Taylor, in recent December, certain and journalistic has been appointed Chairman of Music for the Columbia Broadcasting System. He will assist and advise Columbia's Executive Department in coordinating its programs of serious music during the 1946-47 season.

At least five of America's leading symphony conductors will be present over the Columbia network each week during the forthcoming season. In addition, there will be the regular rendezvous from various conservatories of music, two or three of children's concerts by various prominent conductors, and a series of programs by nationally known violinists, vocalists, and chamber music organizations. Columbia officials feel that Taylor's history includes of the public listening, his critical ability and his keen sense of commercial reality, make editor and journalist eminently qualified aim for the new post.

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Thursday's news in although indicate Mayor Lee's well of Florida in Endorsing according to the Department of Commerce in general. American tourist continue to dominate the market, and in the line of lower priced resorts, Miami Beach, Sarasota, reported to be benefit to contract. Profits in Tourist are held to the public on the installment plan.

Radio receives a very important problem from the United States in Brazil, and although the Government's a good deal during 1945 in comparison with 1944, the industry comes to expect that conditions were favorable during 1945, the Commerce Department reports.

According to monthly statistics Radio Importers Association, during 1945 as compared with 1,787, during 1944 and 774 during 1943. The majority of sales in Brazil are the cheaper long and short wave but Brazil attracts a large number of the more expensive radios manufactured. According to the local dealers, they are looking forward to more of the latter during 1946 and many of them are planning their sales in the many municipalities that have electricity.

If the latest all it is estimated that about 200 in American sales and that about 500 are foreign sales.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF SEPTEMBER 18, 1936

Frequencies Fixed For New Police Radio Services.....2

CBS August Billings Are Up 40% Over 1935.....3

Payne Incensed At Stations' Ban On Roosevelt Speech.....4

RCA Denies Espionage Charge In Answering Philco.....6

"Radioneer" Is New Title For Service Men.....7
Canada Picks Nine New Governors Of Radio Setup.....7

Movie Exhibitors Complain As Radio Lures Stars.....8

Radio Plays Important Role In Hurricane Warning.....9

International Danger Cited At Radio Parley.....10
Popularity Of Radio Increasing In Netherland India.....10

Briefs.....11
Radio Has Reverse Effect Of Pied Piper In Denmark.....11

Telegraph Parley Committee To Meet September 24.....12
I. T. & T. Income Shows Gain Over 1935.....12

No. 963

FREQUENCIES FIXED FOR NEW POLICE RADIO SERVICES

The way was cleared this week for the establishment of national and inter-State networks of radiotelegraph services by Municipal and State Police and possibly Federal agencies, such as the Justice Department's Bureau of Investigation or the Secret Service of the Treasury.

Modifying an order issued earlier in the Summer, the Telegraph Division of the Federal Communications Commission announced its allocation of frequencies for point-to-point radiotelegraph communication among zone and interzone police stations.

The allocations are:

For interzone communication:

2808 and 2812 kc., working, and 2804, calling; 5135 and 5140, day only, working, and 5195, day only, calling.

For zone communication:

2040 and 2044 kc., working, and 2036 kc., calling.

The Commission explained that 2808, 2804, 5140 and 5195 kc. are available on a secondary basis for zone communication (a) during periods when the frequencies regularly assigned for zone communication are unavailable due to the operation of experimental visual broadcast stations, and (b) by zone stations separated from other zone stations by a distance greater than the communication range of the frequencies regularly assigned for zone communication.

The three frequencies assigned for zone communication in the 2,000-2,100 kc. band may be used, the FCC explained, "subject to the condition that no interference is caused the service of experimental visual broadcast stations."

Modification of the original allocation for zone and interzone police stations was necessitated by the change in policy of the Commission with regard to experimental television stations. Following protests from Purdue University and the National Television Corporation, of New York, the FCC agree to permit limited television experiments to continue in the 2,000-2,100 kc. band after previously ordering all visual broadcasting moved into the ultra-high frequencies.

Establishment of the zone and interzone services is expected to increase greatly the efficiency of the police in apprehending modern criminals, equipped as they are with fast automobiles.

The hackneyed journalistic phrase of police "throwing out a net" for criminals actually will become a reality when the networks of police stations are set up. Information regarding an escaping offender may be broadcast instantly either to neighboring States or to the nation at large.

At present the zones proscribed by the FCC correspond in general with State boundaries, but it was explained that large States may be subdivided into several zones if more effective operation is obtainable.

The same transmitting equipment may be used for municipal police stations and zone police stations provided that the equipment does not interfere with radiotelephonic communication with scout cars or motorcycle patrols.

The maximum power that may be used by zone stations is 500 watts. Slow speed facsimile is also permitted between zone stations.

Interzone police stations are in general similar to the zone stations save that they are permitted to communicate not only with stations within the zone but also with interzone stations in adjacent zones.

In order to provide uniformity of operation and to facilitate the dispatching of messages, the FCC has adopted a uniform operating procedure which is mandatory upon the licensees.

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CBS AUGUST BILLINGS ARE UP 40% OVER 1935

Time sales on the Columbia Broadcasting System network for August, 1936, totalled $1,232,588, an increase of 40% over billings for August, 1935. This marks the eighth consecutive month in which CBS billings show a substantial increase over the corresponding month in 1935. The August 1935 return was $879,019.

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PAYNE INCENSED AT STATIONS' BAN ON ROOSEVELT SPEECH

Commissioner George Henry Payne, Republican member of the Federal Communications Commission, this week was the only FCC member who publicly denounced two Los Angeles broadcasting stations for refusing to carry President Roosevelt's last fireside chat as a sustaining feature.

The stations, KECA and KFI, are owned and operated by Earl C. Anthony. Although not regular outlets of NBC, they are members of the Pacific Coast group of stations taking NBC programs.

Anning S. Prall, Chairman of the FCC, was quoted in the Hearst press as upholding the right of the stations to refuse to broadcast the President's address on the ground that a political campaign is underway. The FCC officially has taken no action in the case, however, holding that a station has a right to refuse any program except a purely political address when time has been allotted to a rival candidate.

Speaking before the Riverhead (N.Y.) Rotary Club this week, Commissioner Payne said, in part:

"No one has more vigorously defended the freedom of the press, or its partial equivalent, the freedom of comment over radio by radio news commentators, than I have in the various addresses and publications I have made or issued during my two years on the Communications Commission. But what are we going to say when those who have most bitterly denounced us as attempting censorship assume the right to exercise that same censorship, and exercise it against no less a person than the President of the United States?

"This arrogant abuse of power arises, of course, from a misunderstanding, not uncommon among commercial broadcasters, as to their rights and their relationship to the public. Some of them have even gone so far as to describe themselves as 'the Fifth Estate' in government, ignorant alike of the historic and political implications of this expression. In the recent instance where the President of the United States was edited off the air in Los Angeles, the idea back of it was doubtless, it is believed, that if a newspaper can leave the President's speech out of the paper, the owner of a broadcasting station has the right to refuse to send the speech over the air.

"Of course, there is no similarity in the two cases. If a Republican editor should decide that he will not print a Democratic President's speech, that is his right and privilege, no matter what we may think of his news judgment or journalistic ethics or lack of them. He has the right because the newspaper is his own investment.

"But the owner of a broadcasting station owns nothing but the machinery and the material that go into his station. The frequency over which he broadcasts and the ether through which it comes to the public no more belong to him than they belong to you and me. In fact, they belong more to you and me than to him because we are several hundreds and he is only one. As a matter of fact they belong to all the people and the people have the right to protest against a man setting himself up as a censor or dictator.

"Of course, the man who has a license from the government will necessarily select the material that is to be broadcast. The public has begun to resent a low type of program with which so many broadcasters are inflicting them in the desire to make money, and only money. Because educational 'stuff', as they call it, bores certain types of broadcasters, they resist its introduction into the program. It is a literal fact that one of the leading broadcasters, a man who has acted as an official of an organization, sat in my office one day and when I ventured to say that various college presidents had written approvingly of some of my suggestions, he burst out indignantly, 'What the hell do them college presidents know!'

"I have presented the sad and disagreeable side of the broadcast picture. It is only fair that I should refer to the better and the more attractive aspect. While this country and Canada are the only two countries in the world where radio is not owned or controlled by the Government, the people in this country are still, I believe, strongly in favor of private ownership, and are pleased with the high class of many of the programs, as evidenced by our superior development in radio.

"While people still deeply resent the bad taste and poor judgment of many advertising programs, I have had dozens of people speak to me with enthusiasm of such programs the Ford and the Philco and others where good judgment and good taste were shown. The people fortunately are awaking to the fact that this is their resource - the air. In my small way I am trying to arouse the public to the fact that there is a great danger of the air being exploited by the few to the detriment of the many to whom it belongs. If I seem a bit hectic in my frequent cries of 'watch out!', it is only becaise I see behind the scenes the firece struggle of those who realize what enormous fortunes can be made by private exploitation of this last great resource."

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"But the owner of a broadcasting station does realize
that the machinery and the material that go into making
the programs over which he broadcasts are his other factories
which it costs to put public on work giving to him and
[illegible]
time to pay for them. In fact, they actually work to pay off
them to his benefit on the several business and he is only one.
He is a matter of [illegible] only being of mutual benefit and the public
have the right to protest against which setting themselves up
[illegible] or disturbing.

"Of course, the man who has a license from the government
will necessarily all of the material that is to be broadcast.
The public are bound to present a low type of program with which
the many broadcasters are satisfying them to the degree to make
money, and only money. Because educational [illegible], as they
call it, more certain kind of broadcasters, they relate the
[illegible] into the program. It is a literal fact that one of
the leading broadcasters, a man who has been at an official or
in association, and in my office one day and then I understand he
has various college presidents for western universities.
[illegible] of my suggestions, he turned out indignantly, 'What is [illegible]
to have college presidents here?'

"I have proposed the same and characteristic plan of the
greatest station. It is only fair that I should point to the
[illegible] and the most effective method. Until this country
[illegible] the only two countries in the world where radio is
not made or controlled by the government, the people in this
country are still, I believe, strongly in favor of private enter-
prise, and are placed with the high class of many of the programs,
as evidenced by our amazing development in radio.

"Will people still deeply resent the bad taste and
poor judgment of many advertising programs. I have no doubt
if people speak to a radio representative at their standpoint the
[illegible] the Public are [illegible] good judgment and good taste
[illegible] shown. The point, fortunately are starting to see that
[illegible] is their business - the [illegible]. Incidentally was I on trying to
[illegible] the public to the fact that there is a great change of
the air being occupied by the [illegible] of the [illegible]
[illegible] even if it [illegible] a bill needle to be [illegible]
[illegible] station owner. It is only because I am behind the scenes to
[illegible] strength of [illegible] and [illegible] fortune-
[illegible] by private [illegible] of this last [illegible]."

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RCA DENIES ESPIONAGE CHARGE IN ANSWERING PHILCO

The Radio Corporation of America this week flatly denied the charges of the Philco Radio and Television Corporation, of Philadelphia, that it had engaged in espionage activites to gain secret information regarding Philco's technical or scientific developments or processes. The denial was made in an answer to an injunction suit brought by Philco in the New York Supreme Court.

While admitting hiring John S. Haley, Inc., a detective agency, to conduct inquiries in Philadelphia, RCA denied that any person in its behalf ever attempted to "entice, bribe, persuade or induce" any Philco employees to divulge any information or documents.

The answer asserts that such inquiries as were made and such information as was obtained related solely to the "purported reorganization of July, 1934, by which Philco Radio and Television Corporation, is claimed to have been set up as an ostensible separate and independent corporate entity, apart from the Philadelphia Storage Battery Company of apparatus manufactured by the latter under its license from this defendant and others as licensors, for the purpose of evading royalties under said license."

The suit was brought to restrain the Radio Corporation, the RCA Manufacturing Company, Inc.; John S. Harley, Inc.; Charles A. Hahne and Laurence Kestler, Jr., for making any use of information alleged to have been obtained by Hahne as secretary and director of the Harley company and Kestler as an investigator through bribing employees of the Philco and Philadelphia Storage Battery Companies, including women, alleged to have been taken by the detectivest to hotels, restaurants and road houses and plied them with liquor to induce them ot divulge the information.

Answers were filed also in the Supreme Court by the Harley company, Hahne and Kestler, in which they denied the charges that they "in any way attempted to obtain any information as to any alleged processes or new designs or engineering data which plaintiff claims to have developed in its alleged laboratories or research department as to radio apparatus." The defendants asserted that they had conducted an investigation to obtain information as to the real relationship between the plaintiff and the Philadelphia Storage Battery Company "including particularly an attempt by the Philadelphia Storage Battery Company and the plaintiff to effect a corporate setup for the purpose of evading the payment of royalties to the Radio Corporation of America as required by license agreements" between the Philadelphia Storage Battery Company and the Radio Corporation.

The defendants denied specifically that they "ever sought to obtain or did obtain information, confidential or otherwise, concerning designs, trade secrets, technical scientific developments or processes by the plaintiff or the Philadelphia Storage Battery Company", or that any instructions ever had been given to the investigators to "entice, bribe, persuade or induce the employees of either company to divulge or procure such confidential information, data, designs or documents."

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"RADIONEER" IS NEW TITLE FOR SERVICE MEN

"Radioneer"! That's the term that has been selected to identify radio service men who fulfill the requirements of a Qualification Project just launched.

The term "Radioneer" was invented by Mr. Guy O. Lawson, a resident of Glen Ellyn, Illinois, who has relinquished all rights to the future use of the term. It has been checked with extreme care by legal counsel, and has been protected against infringement in every way.

"Radioneer" was chosen from a list of more than 1,200 suggested terms on file in the office of the Radio Service Men's Institute.

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CANADA PICKS NINE NEW GOVERNORS OF RADIO SETUP

Carrying out the mandate of Parliament, Prime Minister King has appointed Governors of a Canadian Radio Corporation to take over the supervision of the Cominion's broadcasting system on November 2. The Governors will replace the existing Canadian Radio Commission.

Headed by L. W. Brockington, Winnipeg attorney, the new Board is composed of publicists, educators, showmen and financiers and the preponderance of the former points to the likelihood that it will be expected to "sell" more strongly the idea of nationalized broadcasting to the Canadian public.

No announcement has yet been made regarding the fate of the present three Commissioners, but it is expected that Chairman Hector Charlesworth may be given a place as a program executive. The new Board, consisting of one man from each province, will recommend a General Manager for Canadian radio and an Assistant before November 2 when the new Radio Act goes into force.

Vice Chairman is Rene Morin, Managing Director of the Trust Generale du Canada, Montreal; other members are: Brig. Gen. Victor Odlum, former newspaperman, now a Vancouver broker; J. W. Godfrey, Halifax barrister and former Rhodes scholar; Prof. A. Vachon, Laval University, Quebec; Wilfred Bovey, Montreal barrister, formerly on the faculty of McGill University; N. L. Nathanson, of Toronto, President of Famous Players Corp. of Canada and Canadian Paramount Corp. Alan B. Plaunt, Toronto journalist, who is credited with instigating the idea of Canadian nationalized broadcasting; Mrs. Nellie McClung, author, of Victoria, B. C.

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MOVIE EXHIBITORS COMPLAIN AS RADIO LURES STARS

While their previous fears of television have been quieted somewhat by the radio industry's assertion that practical visual broadcasting is still several years ahead, the motion picture exhibitors are complaining because their headline stars are devoting part of their time and talent to sponsored radio programs.

Will Hays, movie czar, is scheduled to confer with the principal executives of advertising agencies handling radio accounts using film stars sometime next week.

This Fall's new programs have taken more of the leading film stars than any previous season with such headliners as Clark Gable, Fred Astaire, and Ginger Rogers booked.

Variety, the theatrical trade organ, explains the attitude of the exhibitors and theater operators thus:

"There is no doubt, judging from reports received by leading trade associations, but that theatre operators have arrived at the conclusion such practice is bad for their business, only difference among them being variations of intensity with which such convictions are held. Some exhibitors are convinced that if permitted to continue, it will injure their business at least to the extent that the drawing power of films staring radio casting pix players will be greatly diminished.

"Others, while believing it is somewhat injurious, aver that the situation is no cause for great worry. Latter class is made up of larger exhibitors in biggest key spots where the influence of radio is not so keenly felt as in smaller cities and big towns."

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RADIO PLAYS IMPORTANT ROLE IN HURRICANE WARNING

Although no reliable means of resisting a hurricane has been developed as yet, the radio within recent years has enabled the United States Weather Bureau to broadcast warnings far enough in advance of the storm so that much death and destruction has been averted.

An example of how the Weather Bureau obtains reports from ships at sea and then relays them to coastal cities and towns, with the Coast Guard assisting, was seen this week as the season's first serious hurricane struck the Atlantic Coast.

The source of the storm warnings is the news received from vessels in the path of the disturbance. In normal times, accredited ships radio the Weather Bureau in Washington twice daily. But when tropical hurricanes whirl, they report four times. The reports are radioed to the nearest available land stations, and then sent in international code direct to the Bureau.

First word of the latest hurricane was received September 10 from a little tramp ship far down in the South Atlantic, in what is known as the "hurricane belt" which includes the Gulf of Mexico and the Caribbean.

From that time the Weather Bureau had its eye on the hurricane.

As the storm became intense and menacing, reports multiplied. Ships caught in its path flashed word of impending disaster, then fled before of the gale. It was then the Weather Bureau began directing that warning flags be flown at full staff. Seaplanes were instructed to take off and drop their pennants and streamers attached to floats. On each banner was printed the words: "Hurricane Warning!"

The Weather Bureau, through its special radio was in touch with every ship in the Atlantic the night before the storm hit the coast. Latest weather reports were rushed to the radio room, where they were punched on tape in code. Immediately the tape was transferred to the sending device on the radio and broadcast over short-wave to ships thousands of miles at sea. Any vessel with a radio could pick up the reports.

The ships get their messages and chart their courses accordingly. Copies of the reports broadcast are carefully filed. More than once they have proved important evidence in admiralty cases.

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INTERNATIONAL DANGER CITED AT RADIO PARLEY

Arnold Raestad, former Norwegian foreign minister, said political broadcasting "has enormous potentialities for fomenting international discord" in opening the International Broadcast Conference at Geneva September 17. He is President of the Conference.

Belgium reserved the right to cut off foreign transmission deemed abusive, or harmful, to her peace and order.

Gerald C. Gross, Chief of the International Section of the Federal Communications Commission, attended in a private capacity. The United States was not represented officially.

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POPULARITY OF RADIO INCREASING IN NETHERLAND INDIA

That radio is making notable progress in Netherland India is revealed in a report to the Commerce Department from Trade Commissioner Donald W. Smith, Batavia.

More than 4,000 new receiving set licenses were issued in the colony during the first quarter of the current year, the report shows. At the end of March, 1936, the total number of licensed receivers was 31,150 compared with 27,560 on January 1, 1936, and with only 17,860 on January 1, 1935.

The sharp increase in the number of licensed receivers in Netherland India, the reports points out, is due to the expansion of the facilities of the local broadcasting station, the "Nirom". Under the terms of the agreement between the Government and the "Nirom", listeners in the territories where the broadcasts of the company's stations are clearly audible are required to pay a monthly fee of 2 florins (about $1.40), it was stated.

A recent survey of the licensed listeners conducted by the local broadcasting station revealed that about 75 percent of all radio owners in the country were primarily interested in hearing Western, or Occidental programs. Native and Chinese listeners, however, for the most part showed a preference for Oriental programs.

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BRIEFS

The Sun Radio Service & Supply Corporation, Washington, D. C., has entered into a stipulation with the Federal Trade Commission that in the sale of radio receiving sets it will cease use of the word "Majestic", alone or with the word "International", or in any manner in advertising,matter, or as a trade name or brand so as to imply that its radio sets are manufactured by Grigsby-Grunow Company, when such is not the fact.

Station WFIL, Philadelphia, Pa., has filed an application with the Federal Communications Commission for a modification of their construction permit for new equipment, erect vertical antenna, increase power, move transmitter, further requesting authority to change the transmitter site locally and extend commencement and completion dates to 30 and 180 days respectively.

The RCA Manufacturing Co. on September 17th announced wage increases of from 5 to 10 percent for 9,000 employees in its Camden plant. E. T. Hamilton, Vice President in Charge of Labor, said the new scale would become effective October 5th.

Station KYW, Westinghouse Electric & Manufacturing Co., Philadelphia, Pa., has asked the Commission for a construction permit to make changes in equipment and increase operating power from 10 kilowatts to 50 kilowatts.

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RADIO HAS REVERSE EFFECT OF PIED PIPER IN DENMARK

A story of a modern Pied Piper, but with a reverse effect, is told by an editor of World-Radio, British Broadcasting Corporation's organ, in a recent issue.

"A correspondent in Denmark tells me of a farmer in that country whose farm for a long time past had been plagued by rats", the editor wrote. "He managed to get rid of these annoying animals in a novel manner. Having tried all sorts of means in the war against the rats without much result, he at last conceived the idea of trying the effect of broadcasting music on the animals. He therefore had some loudspeakers installed in the stables and barns and kept them going regularly. After a few days the rats disappeared: they had all moved to the neighboring stables. The farmer said that in his opinion it was the chamber music items which proved to be the last straw to the rats."

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9/18/36

TELEGRAPH PARLEY COMMITTEE TO MEET SEPTEMBER 24

The second meeting of the Preparatory Committee for the fifth meeting of the C.C.I.T. will be held in the offices of the Federal Communications Commission on Thursday, September 24th in Room 1413, New Post Office Building, Washington, D. C., at 10 A.M., for the purpose of further considering the preparatory work for the conference to be held in Warsaw, October 19, 1936.

Traffic statistics have been compiled from annual reports submitted to the FCC concerning foreign telegraph messages transmitted during 1934 and 1935.

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I. T. & T. INCOME SHOWS GAIN OVER 1935

The International Telephone and Telegraph Corporation and subsidiaries reported September 17 an estimated consolidated net income of $3,353,813 for the first half of 1936, equivalent to 52.4 cents a share on 6,399,002 shares of stock, against $2,128,581, or 33.2 cents a share, in the same period in 1935. For the second quarter of this year the net income was about $1,745,000, or more than 27 cents a share based on first quarter net income reported at $1,608,750. In the second quarter last year the net income was $899,823, or 14 cents a share.

The reported net income includes for the six-month periods $1,691,439 and $1,576,577, respectively, representing dividends declared and interest and management and service fees accruing from the Spanish Telephone Company, a subsidiary not consolidated, and net income accruing from other Spanish subsidiaries which are consolidated in the reports.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF SEPTEMBER 22, 1936

8,000,000 Radio Set Sales Predicted For This Year.....2

WCAE Reversal On Browder Sets Political Precedent.....4

Inventor Claims To Have Conquered Radio Noises.....5

Radio Show Sets Records In Attendance And Sales.....6
Notre Dame, Georgia Get Grid Sponsors.....6

Industry Watches RCA Patent Suit In Delaware.....7

Baldwin Files Minority Report On Cairo Parley.....8
Television, All-Wave Sets Feature Of Paris Show.....8

Police Plan 400-Station Net To Combat Crime.....10

15,000,000 Sets Need Replacement, Philco Man Says.....11

General Electric Profit-Sharing Plan Changed.....12
Personnel Of NAB Committees Is Announced.....12

No. 964

September 22, 1936

8,000,000 RADIO SET SALES PREDICTED FOR THIS YEAR

Broadcasters, anticipating a $100,000,000 year, are not the only members of the radio industry who are doing a boom business this Fall. The manufacturers are on their way to establish new records as well.

O. H. Caldwell, former Federal Radio Commissioner, and now editor of Radio Today, estimates that if the present sales pace continues "some 8,000,000 radio receivers may be manufactured and sold during 1936."

He pointed out that radio set sales for the second quarter of 1936 increased 49 percent over corresponding sales a year ago, while sales for the first half of the year ran 29 percent ahead of 1935. Total sales last year were 6,026,000.

Exhibitors at the National Electrical and Radio Exposition (see story in this issue) reported that both attendance and sales figures point to a record business this Fall and Winter.

The present volume of sales would indicate that, despite the fact that there were 22,869,000 "radio homes" at the conclusion of the last census almost a year ago, the market is far from saturated.

Manufacturers appear to have adopted the policy of the automobile makers in offering such new and attractive features each year that listeners who can afford it feel they must trade in their sets of two or three or four years, although it still functions fairly well, for a new model.

The all-wave receiver, capable of tuning in foreign and domestic short-wave stations, police and amateur transmissions, is probably responsible for much of the new business. This receiver is a development of only the last few years.

Mr. Caldwell also reports that radio tube production is 29 percent ahead of a year ago, while the gain for the second quarter of 1936 is 37 percent over 1935.

After analyzing the 1937 receivers exhibited at the New York show, Mr. Caldwell gives the following picture of "an average console and average table receiver."

The "average console", he said, "lists at $101.25. It has 7½ watts power output, which feeds a 10½ inch dynamic

speaker. Approximately nine tubes are used in this composite set - and a 6¼ inch dial is employed for easier tuning.

"The average table receiver boasts of a watt output and a 6-1/8-inch electrodynamic speaker - six tubes are used in this set which lists for $41.90. The dial is 4-5/8 inches.

Taking the prices of all AC and AC-DC ans. we get an average set price of $65.

"Practically all the console sets cover the short-wave bands. The band coverage chart shows that 82 percent of all consoles tune in the police band and 88 percent provide short-wave reception. With table models these percentages are much less because of the many single-band receivers which sell under $20. Even so, 55 percent of the table receivers tune to both the police and shortwave bands. A few of them cover the intermediate police and intermediate shortwave bands - these represent ranges of a few two-band sets.

"The weather band and ultra-shortwave are finding more popularity this year. About ten percent of the consoles are capable of tuning above 20,000 kc. - all of them exceeding 40,000 kc. and a few reach 70,000 kc. Only 8 per cent of the table sets tune to the long-wave band - 22 per cent of the consoles cover this band which extends from approximately 150 to 350-400 kc.

"The use of metal tubes is considerably greater than a year ago; 48 percent of the consoles use metal tubes exclusively (disregarding rectifier and tuning indicator), and with table sets the percentage is 37. Glass tubes are used extensively in 53 percent of the table sets.

"Octal glass or 'G' tubes are used exclusively in some lines - the percentages are as follows: table 4 percent, console 4 percent.

"The specifications show that most of the better sets employ a tuning indicator of some type - most widely used is the cathode-ray indicator or electric eye. A few sets use the shadowgraph or shadow tuning indicator.

"Large dials are the vogue - some of them almost a foot in their maximum dimension. And power outputs that rival many a P.A. system are found in the larger consold models - top figure is around 60 watts. To utilize this tremendous power, 12 and 15-inch speakers are used - with a few models having dual speakers to cover the entire tonal range with maximum fidelity.

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WCAE REVERSAL ON BROWDER SETS POLITICAL PRECEDENT

The political parity provision of the Communications Act proved itself ironclad this week as Station WCAE, Pittsburgh, reversed itself in compliance with an order of the Federal Communications Commission and scheduled 3 talks by Earl Browder, Communist candidate for President.

The Pittsburgh station, owned by Hearst Radio, Inc., had refused to permit Browder to speak over its facilities on August 28th despite the broadcast of addresses by Mr. Roosevelt and Governor Landon. This week, it told the FCC, it had allocated time for Browder on September 21 and on October 23 and 30.

In changing its attitude, WCAE indicated that it considered the radio law incontrovertible and that it feared a further refusal of its facilities to the Communist Party would endanger its license.

The station's action did not end the controversey, however, as statements pro and con were directed to the FCC.

The National Civic Federation, through Archibald E. Stevenson, general counsel, declared in a letter to Chairman Prall of the Communications Commission that Mr. Browder should be barred because his party operates under a constitution promulgated by the Communist International.

It is the duty of WCAE to stand by its original refusal, Mr. Stevenson wrote. Calling attention to the Federal law against conspiracy, Mr. Stevenson added:

"Because the society operates under a constitution promulgated by the Communist International, is governed by rules and regulations, acts in the public eye and promotes various organizations similarly conducted, including a political party, it does not alter the fact that it is a combination of two or more persons who conspire to overthrow, put down or to destroy by force the government of the United States."

"Under these circumstances, it is my opinion that any broadcasting station aware of the facts which permits Earl Browder to use its facilities to forward the conspiracy becomes itself an accessory and party to the conspiracy. For these reasons Station WCAE was correct in its refusal to grant Earl Browder the use of its facilities; and you would be derelict in your duty to support the laws and Constitution of this country if you should attempt to force the broadcasting station to become parties to the conspiracy, as demanded by William Z. Foster, the American Civil Liberties Union and perhaps others."

The correspondence was disclosed by Elisha Hanson, an attorney.

The American Civil Liberties Union also protested against denying the air to the Communist candidate.

On Sept. 10 the Communications Commission, by order of Chairman Prall, notified WCAE of the protests and in a formal letter called attention to the law providing that equal air opportunity must be given all legally qualified candidates for public office.

Emil J. Gough, Vice-President of WCAE, wrote that he had no knowledge of Mr. Browder's legal status. He said WCAE was not influenced by the National Broadcasting Company on the four projected addresses but that it had notified NBC that it would not broadcast the Aug. 28 Browder address "as it had another program for that hour which it regarded as of greater public interest."

Mr. Gough added that in view of the law's mandatory provisions, the station now felt compelled to accept the Browder speeches. To do otherwise, he added, might mean loss of license and heavy fines.

"But for these mandatory provisions of law and the regulation of the Commission heretofore referred to, Station WCAE would reject the Browder programs in full", Mr. Gough continued. "It believes that the Communist party is, in reality, an organization holding its charter from the Communist International at Moscow pledged to obey instructions issued by that foreign group, the purpose of which is to overthrow the present form of government in the UnitedStates by force and substitute therefor a Soviet form of government. The activities of the Communist party in its opinion, violate the provisions of the Federal statutes prohibiting seditious conspiracies to overthrow, put down or destroy the government of the United States by force."

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INVENTOR CLAIMS TO HAVE CONQUERED RADIO NOISES

A perhaps epoch-making invention by an expert who was formerly an assistant teacher at the Technical Faculty of Vienna University is attracting great attention in Austrian radio circles, according to World-Radio, British Broadcasting Corporation organ. Its purpose is the complete suppression of atmospherics, resulting in absolutely undisturbed reception. The transmitting power is used to counteract all kinds of crackling and roaring noises interrupting reception.

"If the invention turns out to be what it claims - and Dr. Martin Wald, the inventor, says that it is the outcome of years of research - it is likely to be adopted all over the world, but every transmitting station using it would require considerable alteration, which, in the case of large plants, would, of course, be a costly affair", the periodical states.

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RADIO SHOW SETS RECORDS IN ATTENDANCE AND SALES

New records in both attendance and sales were established at the 1936 National Electrical and Radio Exposition, which closed the night of September 19 at the Grand Central Palace, New York City. The radio industry interpreted the lively interest as an indicator of a large Fall and Winter trade.

The estimated attendance for the 10-day exhibition was more than 200,000. Last year only 177,000 attended the show. While accurate figures on the amount of business done were not available, reports from individual dealers indicated that it was far ahead of last season.

A New York maker of radios and phonographs reported an increase of 40 per cent in sales volume, with the "smaller models of radios appealing strongly and radio-phonograph combinations a big factor of business." A representative of a large Detroit radio set maker called the exposition "great, with the merely curious in the minority."

R. H. McMann, President of a Springfield (Mass.) radio concern, said "a lot of sales and enthusiastic interest" best described the exposition from his viewpoint. The Sales Manager for a Michigan radio-maker reported the "higher-priced models the most attractive, and actual business transacted now about four times what we did last year."

General interest in all sorts of electrically operated merchandise was exemplified by the fact that more than 75,000 passed through one small booth, fitted up as a one-and-a-half-room apartment with fifty electrical "gadgets", in the eleven days the show was open.

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NOTRE DAME, GEORGIA GET GRID SPONSORS

Sponsorship of this season's football schedule of Notre Dame for broadcasting purposes was announced last week by N. W. Ayer & Son, New York advertising concern. Five home games at South Bend, Ind., and "several" of the games away from South Bend will be on the air over WTAM, Cleveland, under the sponsorship of the Kellogg Company, cereal manufacturers of Battle Creek, Mich.

In addition, the entire football schedule of the University of Georgia will be broadcast over WSB, Atlanta, under the sponsorship of the Atlantic Refining Company, which recently announced it would be sponsor of all the home games of Yale at New Haven, and many other colleges and universities throughout the country.

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9/22/36

INDUSTRY WATCHES RCA PATENT SUIT IN DELAWARE

The radio manufacturing industry is watching with keen interest developments in the trial in Wilmington, Del., of a suit for injunction filed by the Philadelphia Storage Battery Co. against the Radio Corporation of America as a climax to patent row. Upon the ultimate decision in the litigation will depend RCA's radio patent policies, involving fifty licenses to rival manufacturing companies.

The major issue is whether the Philco Radio & Television Co., is in any sense a subsidiary of the Philadelphia Storage Battery Co., or whether it is a legally separate concern. RCA contends the two are linked and that royalty patents should be controlled by Philco sales, whereas the Philadelphia Storage Battery Co. insists that it has "divorced" Philco and consequently should pay royalties to RCA only on its sales to Philco.

The Philadelphia company is seeking an injunction to restrain RCA from cancelling a patent license under which it manufacturers radio receivers. RCA has filed a counter suit demanding an accounting of Philco on the ground that the battery company divided its license privilege in violation of an agreement when it established Philco as a separate corporation in July, 1934.

Testimony so far has divulged no corporate connection between the two concerns but it has shown that Philco does engineering work, as well as advertising and sales, in connection with the manufacture of Philco radios and that both companies jointly occupy the same building.

The case is being tried in the State Chancery Court at Wilmington by Judge Josiah Wolcott.

Among the principal witnesses to date have been James M. Skinner, President of the Philadelphia Storage Battery Co.; Edward T. Peyton, Secretary of the Battery Company; Larry E. Gubb, President of the Philco Radio & Television Corporation; and Russell L. Heberlin, Vice-President of Philco and Chairman of the Board of Transitone Automobile Radio Company.

John W. Davis is chief of RCA's legal staff,while Hugh Morris, a former judge, heads the attorneys for the Philadelphia Battery Company.

The trial is expected to continue another two weeks.

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BALDWIN FILES MINORITY REPORT ON CAIRO PARLEY

James W. Baldwin, Managing Director of the National Association of Broadcasters, late last week filed the NAB minority report on the United States draft of recommendations to the International Cairo Radio Conference.

The American committee preparing for the parley recently voted down a proposal by the NAB that the following frequencies be made available for broadcasting: 180 to 210 kc., inclusive, and 520, 530 and 540 kc.

The NAB report consisted chiefly of the technical testimony offered by Dr. Charles B. Aiken on behalf of the organized broadcasters.

In a letter to Commdr. T.A.M. Craven, Chief Engineer of the Federal Communications Commission, Mr. Baldwin said:

"It has been my thought that particularly the frequencies 180 to 210 kilocycles should be ear-marked for radio broadcasting on the North American Continent so that our neighbors on the north, if they so desire, may take advantage of the northern latitude in which their country is located, the comparative small number of radio receiving sets in use in their country and the excellent propagation characteristics of these frequencies to provide a national broadcasting service to their citizens. Should they desire to use these frequencies at some time in the future, demand would be lessened for frequencies now congested with American broadcasting stations.

"In respect of the frequencies 520, 530 and 540 kilocycles, certainly these frequencies as shown by our technical testimony at the June 15 hearing can be used both in the United States and in Canada."

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TELEVISION, ALL-WAVE SETS FEATURE OF PARIS SHOW

Demonstrations of television and a display of all-wave radio receivers attracted the most attention at the annual French Radio Exhibition held in Paris September 3 to 13.

The principal television exhibition, according to a report in World-Radio, BBC,organ, was by Barthelemy de France, whose system has been operation experimentally atop the Eiffel Tower.

Three systems of television were in operation - viz, that of the Societe Francaise de Television (a company formed to carry on the work done by the Compagnie des Compteurs, under

Barthelemy), that of the Societe Grammont (Loewe system), and that of the Radio-Industrie (de France system). The Barthelemy system demonstrated both television and telecinema.

"In the official catalogue eight firms appear under the heading of television", the World-Radio correspondent reported, "but I discovered that there were at least five other firms having a strong interest in it and almost ready to place a receiver on the market. The prices of those shown and demonstrated were as follows:- Frs. 4,500, Frs. 6,900, Frs. 4,500, and combined with sound reception, Frs. 5,900, Frs. 8,500, Frs. 7,500, Frs. 5,500. Some were not priced, and the stall attendant was not in a position to indicate the price, but I gathered that it would not exceed Frs. 10,000 for the combined receiver. One firm advertises a television kit for Frs. 1,950. All the receivers that I saw gave direct reception and the inclined mirror system was not on exhibition.

"The most popular radio receiver this year is undoubtedly the 'all-wave', these first attracted the attention of the public at the 1934 Exhibition, when about a dozen firms were showing them. Last year they were to be seen on most of the stands, but they are much more in evidence now. Previous receivers were practically all confined to three wave-bands, the short-wave band being from 19 metres to 50 metres. This year there is a tendency, not yet very pronounced, to increase the number of wave-bands to four, and in one or two instances to five.

"Most of these receivers are provided with visual tuning devices, the cathode-ray tube, (Magic Eye' which made a timid appearance at the Foire de Paris, being very prevalent; and neon light columns, shadow bands, and beams of light have also their adherents. Not many manufacturers have realized that a tuning button suitable for the medium and long waves is not suitable for the short waves, and there were only a few sets provided with special facilities. These usually consisted of a double tuning knob, one portion working perhaps ten times faster than the other; of which the slow-motion portion was suitable for the short waves. An additional scale in some form or other was also to be seen, the object being the same. Another tuning device that attracted attention consisted of a single button which could be used for altering the wave-band, tuning-in, controlling the volume, altering the tonality, etc., with one hand.

"There was little that was new in the tuning dials, one type being noticeable because its angle to the set could be altered to suit the wishes of the listener. Another gave the name of the station in large latters on a frosted glass tablet 3½ in. wide and 1½ in. high, in addition to the ordinary dial. Most of the dials were illuminated in some form or another. One receiver was automatic, and was fitted with twenty small buttons, of which nineteen represented nineteen stations which could be tuned in automatically by pressing the corresponding button. By pressing the twentieth button, tuning-in could be undertaken in the ordinary way.

"There were not many portable sets, and the vogue for midget receivers seems to have passed. Battery sets were hard to find, and there did not seem to be as many car sets as last year. On the other hand, there were a few more short-wave sets; and the radio-gramophone, with a wide range of prices, is holding its own. There were a few receivers with two or more loudspeakers, but not more than last year.

"There seemed to be a distinct tendency towards smaller and also metallic valves."

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POLICE PLAN 400-STATION NET TO COMBAT CRIME

As a direct result of the allocation of certain radio frequencies for zone and interzone police stations, the Associated Police Communications Officers plan to form a 400-station network to combat crime over the country.

C. J. Stanley, Vice-President of the Association and Chief Communications Officer of the Davenport, Ia., department, said organization of the network would be undertaken at a convention in Davenport October 5, 6 and 7, bringing together police radio operators, engineers and executives.

The nucleus of the network - six Midwestern stations - is operating experimentally on frequencies allocated September 15 by the Federal Communications Commission, Mr. Stanley said, and other police stations may join as soon as they have established facilities. Fifty-one cities, he added, have already applied for network positions.

"Radio telephone over long distances", Mr. Stanley declared, "while practical in many instances, is extremely inaccurate for detailed police work. Under bad atmospheric conditions, too many words sound alike, and in daylight hours radio telephone is greatly diminished in carrying power."

The basic network, he said, will include "zone stations" preferably large State-operated police transmitters of high power. These will broadcast in telegraphic code, and, possibly, in a national secret police code. Each zone station will relay information to all other zone stations, and from these it will reach the interested police departments.

"St. Louis, Indianapolis, Detroit, Kansas City, Minneapolis and Davenport are now a part of the first network authorized to operate experimentally", he said. "These first four cities have been in communication since January.

"Recently a man was arrested in Indianapolis for vagrancy. Detectives had an idea he might be wanted in St. Louis. They radio-telegraphed St. Louis a few minutes after his arrest, and within two hours St. Louis detectives were on their way to Indianapolis to return the man to Missouri. He was wanted there for the holdup of a St. Louis filling station, and the radio description identified him."

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15,000,000 SETS NEED REPLACEMENT, PHILCO MAN SAYS

A declaration that there are 15,000,000 radio receivers in the United States that are obsolete and need replacement and a prediction that 6,500,000 sets will be sold in 1936, were made by officials of the Philco Radio & Television Co. last week at a trade meeting in Milwaukee.

Harry B. Brown, Philco's national merchandising manager, in calling attention to the large number of obsolete radio sets, said:

"We should get out and sell new radios to replace these sets because the owners have the money."

He also cited the general improvement in business and the expanded Fall broadcasting programs.

J. H. Carmine, head of the Central States Division of Philco, made the estimate that 6,500,000 sets will be sold this year over the country by all radio manufacturers.

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The U. S. Commerce Department reports that the Afghan government has placed a contract with the Marconi Company for the erection of five wireless stations. The most powerful station will be near Kabul, while the others will be located at Maimana, Khanabad, Doh Zangi, and Khost, thereby linking the northern, northeastern, central and southern parts of the kingdom with each other and with the capital.

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GENERAL ELECTRIC PROFIT SHARING PLAN CHANGED

Gerard Swope, President of the General Electric Company, announced September 18th that distribution to employees of benefits under the Company's profit-sharing plan henceforth would be made semi-annually instead of yearly. He said the first distribution of 1936 shares would be made "as promptly as possible after October 1."

At the executive offices in Schenectady, it was said the change was made at the request of employees in all plants of the Company. It was said also that the semi-annual distribution had nothing to do with a "sit-down" strike conducted in the plant some months ago, but represented the request of "all employees" rather than of any union. The executive offices added, however, that the request originated in the factory in Schenectady.

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PERSONNEL OF NAB COMMITTEES IS ANNOUNCED

Following their appointment as Chairmen, H. K. Carpenter, of WHK, Cleveland, and Arthur B. Church, KMBC, Kansas City, Mo., this week announced the personnel of the NAB Commercial Section and Committee of Five, respectively.

The Commercial Section comprises five committees. Members are as follows:

Committee on Radio Research: Mr. Church, Chairman; Roy Witmer, NBC, New York City; H. K. Boice, CBS, New York City; Theodore C. Streibert, WOR, New York City; J. O. Maland, WHO, Des Moines, Iowa; John Elmer, WCBM, Baltimore, Md.; William J. Scripps, WWJ, Detroit, Mich. Committee on Radio Promotion: John J. Gillin, Jr., WOW, Omaha, Nebr., Chairman; Gardner Cowles, Jr., KSO-WMT-KRNT, Des Moines, Ia.; John E. Fetzer, WKZO, Kalamazoo, Mich.; Harrison Holliway, KFI-KECA, Los Angeles, Cal.; Donald Withycomb, WFIL, Philadelphia, Pa.; Don Searle, WIBW, Topeka, Kans.; Edger T. Bell, WKY, Oklahoma City, Okla. Committee on National Sales Methods And Costs: John F. Patt, WGAR, Cleveland, O., Chairman, C. M. Everson, WHKC, Columbus, O.; J. H. Ryan, WSPD, Toledo, O.; Edwin M. Spence, WBAL, Baltimore, Md.; E. B. Craney, KGIR, Butte, Mont.; Dale Robertson, WIBX, Utica, N.Y.; Rev. James A. Wagner, WHBY, Green Bay, Wis. Committee on Standardization of Sales Forms: Martin B. Campbell, WFAA, Dallas, Tex., Chairman; Barry Bingham, WHAS, Louisville, Ky.; I. R. Lounsberry, WGR-WKBW, Buffalo, N.Y.; William S. Hedges, NBC, New York City; John J. Karol, CBS, New York City; Harry Stone, WSM, Nashville, Tenn.; Earl J. Glade, KSL, Salt Lake City, Utah; Division of Sales Managers: Buryl Lottridge, KFAB-KOIL, Lincoln, Neb., Chairman; L. H. Avery, WGR, Buffalo, N.Y.; Hale Bondurant, WHO, Des Moines, Ia.; J. Leslie Fox, KMBC, Kansas City, Mo.; H. M. Feltis, KOMO-KJR, Seattle, Wash.; John W. New, WTAR, Norfolk, Va.; Edward A. Allen, WLVA, Lynchburg, Va.

The Committee of Five, besides Mr. Church, comprises: H. K. Boice, CBS; Roy Witmer, NBC; J.O. Maland, WHO, Des Moines, and James W. Baldwin, Managing Director, NAB, Washington, D. C.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

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File

INDEX TO ISSUE OF SEPTEMBER 25, 1936.

Why Not Political Recognition Of Radio's Services?.....2

Television Should Have Its Own Art, Says Sarnoff.....5

A.T.& T. Promises $250,000 Cut In Radio Phone Bill.....6
Educational Broadcasting Conference Scheduled.....6

FCC Cleans Up Summer Accumulation At First Meeting.....7
Clay Morgan Joins NBC; Attached To Lohr's Office.....7

RCA Rests Case In PSB Patent Case At Wilmington.....8
Effective Date Of "Oslo Case" Decision Again Delayed.....8

Protests Made Against Radio-Telegraph Rate Proposal.....9

Hearing Cancelled On Amateur Group's Request.....10
McDonald Gets Patent On Split-Second Tuning.....10

Insull Quits As ABC Head; Still A Director.....11
Educators Make Renewed Demand For Short-Waves.....11
Coast Guard To Broadcast Weather Data.....11

Industry Notes.....12

No. 965

evidently no 966.
See letter 5/14/57
from D K Lawrence

WHY NOT POLITICAL RECOGNITION OF RADIO'S SERVICES?

The major role that radio is playing in the 1936 presidential campaign has raised the half-serious question in the industry's circle as to why it has not been recognized in the traditional distribution of major political plums following an election.

For generations the power of the press and its aid in presidential elections has been recognized and rewarded with Cabinet posts, with important diplomatic assignments, and with minor governmental agency chairmanships.

Just within recent years the following publishers or editors have been rewarded by national administrations for political activity:

Senator Carter Glass, owner of morning and afternoon papers at Lynchburg, Va., Secretary of the Treasury under Woodrow Wilson and reputedly offered the same post by President Roosevelt.

Josephus Daniels, publisher of the Raleigh (N.C.) News and Observer, Secretary of the Navy under Wilson and now Ambassador to Mexico.

Jesse Jones, Texas publisher, Chairman of the Reconstruction Finance Corporation.

Claude Bowers, New York Evening Journal editor, Ambassador to Spain.

Robert W. Bingham, publisher of the Louisville Courier-Journal, Ambassador to London, England.

Leo Sack, Washington correspondent, Minister to Costa Rica.

Many others have been rewarded with minor jobs, while the employment of newspaper men under the New Deal has become a political issue in itself.

While the radio and broadcasting industries are notably young in comparison with the press, the role that broadcasting plays in present election campaigns is equal, broadcasters argue, to that of the press.

Despite its industrial infancy, the radio can boast of men who have had broad experiences in fields that would fit them for highly important governmental assignments.

For instance, James G. Harbord, Chairman of the Board of the Radio Corporation of America, was Chief-of-Staff of the American Expeditionary Force in France. With such a military record as his, in addition to administrative experience in big business, what better candidate could be found for the post of Secretary of War?

James M. Skinner, President of the Philadelphia Storage Battery Co., has exhibited enough genius in industrial organization to prove that he would be an excellent Secretary of Commerce.

Commdr. E. F. McDonald, Jr., President of the Zenith Radio Corporation, is one of the best informed civilians in the country on nautical affairs, having acquired his title in the U. S. Naval Reserve Corps and having had wide experience as a maritime explorer and yachtsman. He might well be an able Secretary of the Navy.

For diplomatic assignments there is plenty of talent in the radio industry.

David Sarnoff, President of the Radio Corporation of America, proved his diplomatic ability in his negotiations with Hjalmar Schacht, of Germany, on the Young Plan. As he has a French wife, he would fit easily into the post of Ambassador to France.

Although he recently got out of the radio industry, A. Atwater Kent, of Philadelphia, is still considered a radio figure as it was there he made his wealth. Because of his high social position and money, together with his ability, Mr. Kent would be an excellent choice for Ambassador to England.

William Paley, President of the Columbia Broadcasting System, might well fit in as Envoy to Japan; Powel Crosley, Jr., owner of WLW, Cincinnati, as Minister to Canada, where he spends many Summers and is widely known; Alfred J. McCosker, President of the Mutual Broadcasting System, as Minister to Austria.

Sosthenes Behn, Chairman of the International Telephone & Telegraph Co., and other communications companies, might well be an Ambassador to Spain, when a stable government is re-established, because of his experience in that country, where the Spanish telephone system is controlled by I. T. & T.

Getting back to governmental posts at home, Paul B. Klugh, formerly Vice-President of Zenith, stands forth as a likely prospect for Postmaster-General. W. A. Winterbottom, President of R.C.A. Communications, would do well as Chairman of the U. S. Tariff Commission.

Maj. Lenox Lohr, President of the National Broadcasting Company, while new to the industry, might be rewarded by appointment as Governor General of the Philippines.

James W. Baldwin, Managing Director of the National Association of Broadcasters, is so familiar with radio problems that he could step easily into the Chairman of the Federal Communications Commission. He was one time Secretary of the Federal Radio Commission, predecessor to the FCC.

Bond Geddes, Vice-President and General Manager of the Radio Manufacturers' Association, is well equipped to take over the chairmanship of the Reconstruction Finance Corporation.

Either Harry C. Butcher, Vice-President of CBS, or Frank Russell, Vice-President of NBC, could take over the duties of Secretary of Agriculture with ease because of previous experience in the Agriculture Department.

Oswald F. Schuette, long a prominent figure in radio and now associated with RCA, would be at home were he assigned to Berlin as U. S. Ambassador.

A. L. Ashby, Vice-President and General Counsel of NBC, would prove an able Attorney General, while John de Jara Almonte, Evening General Manager of NBC and known as "diplomat of the kilocycles", might properly be named Consul General to Spain.

Other diplomatic rewards could be given Don Flamm, head of WMCA, New York, as Minister to Turkey, a post made famous by the senior Morgenthau; of Capt. William B. Sparks, President of the Sparks-Withington Co., because of extensive travels abroad as Minister to Italy.

Frank Page, whose father served as Ambassador to England under Wilson, could step into a diplomatic post such as Ambassador to Belgium. He is Vice-President of the International Telephone andTelegraph Company.

Ralph Atlass, of WIND, Gary, Ind., might take over the now vacant post of Comptroller General, while J. H. Ryan, of WPSD, Toledo, could be an able Chairman of the Federal Trade Commission.

K. H. Berkeley, Manager of NBC, Washington, might well be named on the Federal Communications Commission, perhaps as Chairman of the Broadcast Division.

William Hard, although essentially a newspaper man has recently become a G.O.P. radio commentator. If Governor Landon is elected, he probably would be a likely choice for one of the President secretaries.

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TELEVISION SHOULD HAVE ITS OWN ART, SAYS SARNOFF

Television will not serve a useful function if it "merely tries to ride upon the services now rendered by the sound studio", David Sarnoff, President of the Radio Corporation of America, stated in an address before the Herald Tribune Institute in New York City September 22nd.

Discussing the problem of providing subject matter for visual broadcasting, he stated that a new studio and program technique must be developed.

"Television's true contribution will be to provide forms of education and entertainment primarily dependent upon a visual image, to which sound is a supplement. Along these lines television should ultimately offer an individual art and service to every home, paralleling but not replacing the art and service rendered by sound broadcasting.

"In the long run, of course, the public will determine what our television programs shall be; exactly as the public is today the true arbiter of sound programs. No type of program can survive an adverse decision by the great radio audience. By your privilege of shutting off the instrument, or dialing a different station, you are enfranchised to determine the fate and the future trend of radio programs, whether of sound or sight.

"The engineering field tests of television - the first step of this new art outside the confines of the research laboratory - are now proceeding according to schedule", Mr. Sarnoff stated. "Broadcasts to experimental observation points at strategic locations throughout the metropolitan area have been going on for nearly three months. As was expected, many practical problems have been encountered. It was the purpose of these tests to bring such problems to light, and satisfactory progress is being made in solving them.

"I have just returned from a European trip during which I witnessed the progress of television abroad. Several countries are making notable advances in developing this new radio art for practical service. While our problems are much more complex, in that we must serve a much larger area - and this in turn calls for the erection of many transmitting stations and a vast outlay of capital - I am confident nevertheless that the American public will one day find the radio waves bringing sight as well as sound through the air. Moreover, we shall do it here through private initiative instead of through Government subsidy as is the case abroad. Freedom to see as well as to hear, by radio, will thus be preserved."

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A. T. & T. PROMISES $250,000 CUT IN RADIO PHONE BILL

A reduction of $250,000 yearly in the telephone line bills of broadcasters using inter-state circuits was predicted by officials of the American Telephone & Telegraph Company this week as it filed a new schedule with the Federal Communications Commission to become operative November 1 if approved.

James W. Baldwin, Managing Director of the National Association of Broadcasters, declined to comment on the predicted saving but expressed approval of other proposed changes such as the substitution of the "air mile" for the "wire mile" in computing charges and the plan to make facilities available on a monthly rather than a yearly basis.

He said his understanding was that, though the A. T. & T. schedule does not affect stations which use intra-state lines, that subsidiaries of theA. T. & T. will file similar schedules of reduced rates and improved conditions.

Broadcasters now pay approximately $5,000,000 yearly to the A. T. & T. in line charges, over and above the sums paid to its subsidiaries.

(See subsequent page for add to this story)

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EDUCATIONAL BROADCASTING CONFERENCE SCHEDULED

Educational broadcasting will be the subject of a national conference in Washington, D. C., on December 10, 11 and 12, 1936. It will be sponsored by eighteen national organizations in cooperation with the United States Office of Education and the Federal Communications Commission and will serve as a clearing house for information on the latest technical and professional developments in the educational use of radio.

The program will include such topics as schools of the air, radio music, speech and drama, religious broadcasts, forums on the air, organization of listening groups, radio workshops, broadcasting to schools, use of radio programs by colleges and universities, use of radio by libraries and museums, radio programs for children, problems of research in educational broadcasting, audience attitudes, educational broadcasting in other countries, organizing the community on behalf of a radio station, and others.

All organizations interested in radio as a social force, nationally or regionally, are invited to participate. The broadcasting industry will be represented. Government officials and prominent educators from America and foreign countries will take part.

The Executive Secretary of the Conference is C. S. Marsh, 744 Jackson Place, Washington, D. C.

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FCC CLEANS UP SUMMER ACCUMULATION AT FIRST MEETING

Holding its first full meeting since early Summer, the Broadcast Division of the Federal Communications Commission this week cleared its docket of an accumulation of applications by approving or rejecting many and by scheduling the majority for hearings.

Ninety-six applications, chiefly of a minor nature but including several new experimental stations authorized under rules which became operative September 15th, were granted at the one meeting.

Forty-four cases were set for hearing, most of them applications for new stations, and two requests were rejected outright.

New experimental stations authorized are: Scranton Broadcasters, Inc., Scranton, Pa., portable-mobile, relay 31100, 34600, 37600 and 40600 kcs., 5 watts; KFNF, Inc., Shenandoah, Ia., portable-mobile, relay, same frequencies, 5 watts; and WJR, Detroit, portable-mobile, broadcast pickup, same frequencies, 2 watts.

Station WJSV, Washington key of the CBS network, was authorized to move its main studio from Alexandria, Va., to the Earle Building, Washington, D. C.

Among the applications set for hearing were the following:

Clarence C. Dill, Washington, former Washington State Senator, for construction permit on 1310 kc., 100 watts, former facilities of WOL.

Continental Radio Co., Washington (Scripps-Howard radio subsidiary) for 1230 kc., 1 kw., unlimited time.

WHAS, Louisville, Ky., for increase in power from 50 KW to 500 KW. on 820 kc.

KNX, Los Angeles, recently acquired by CBS, for increase in power from 50 KW to 500 KW and to move studio.

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CLAY MORGAN JOINS NBC; ATTACHED TO LOHR'S OFFICE

Clay Morgan, formerly with the French Line, has joined the headquarters staff of the National Broadcasting Company. He will work directly under the direction of Maj. Lenox Lohr, President of NBC, and may do a roving public relations job around the network.

Wayne Randall will continue as head of the new Publicity Department, combining press relations and sales promotion.

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RCA RESTS CASE IN PSB PATENT CASE AT WILMINGTON

Trial of the injunction suit of the Philadelphia Storage Battery Company against the Radio Corporation of America in the Chancery Court at Wilmington, Del., was ended abruptly September 24th when John W. Davis, chief attorney for RCA, rested his case without calling a single witness.

The trial was expected to continue for another week or ten days as the only testimony offered had been by the Philadelphia Storage Battery Company and the Philco Radio & Television Corp. Mr. Davis' action came after testimony of three Philco witnesses.

The issue in the suit was whether the Storage Battery Company and Philco are in any way legally linked and whether the former is sharing an RCA patent license with the latter in the manufacture of Philco radio sets.

Judge Josiah Wolcott allowed six weeks for the two parties to file briefs, after which time will be given for oral arguments.

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EFFECTIVE DATE OF "OSLO CASE" DECISION AGAIN DELAYED

For the second time the Federal Communications Commission this week postponed the effective date of the so-called "Oslo case", concerned with the efforts of the Mackay Radio & Telegraph Company to invade the foreign radiotelegraph field now dominated by R.C.A. Communications, Inc.

The newest date is November 16th. Following a decision favorable to RCA on June 3, the FCC on June 17th postponed the effective date of the order until October 1st.

The Mackay Company had applied for a modification of license of point-to-point stations WIV, WIH and WJH, Sayville, N.Y., so as to add Oslo, Norway, as a primary point of communication. Its spokesmen indicated that the case was merely a preliminary move to challenging RCA in other foreign cities.

Mackay has filed a brief asking for a rehearing, and RCA has submitted an answer in opposition.

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Plans for broadcasting via short-wave programs from Manila, P.I., to the United States have been postponed indefinitely according to Erlanger & Gallinger, Inc., which recently made tests for a suitable wavelength in connection with its long-wave station KZRM.

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PROTESTS MADE AGAINST RADIO-TELEGRAPH RATE PROPOSAL

Protests against proposed increases in cable and radio-telegraph rates were voiced before the Federal Communications Commission by large users of the facilities, September 24th.

The Commission heard the protests at a meeting intended to establish the position that this country will take at an International meeting to be held in Warsaw next month for the purpose of revising the international rate structure.

Certain European countries have proposed revisions which would result in sharp advances, particularly in coded messages, the most common form used in this country.

The proposed increases, advocated by the Western Union Telegraph Company, the Radio Corporation of America, the Commercial Cable Co., the All-America Cable Co. and others, would consist of a flat rise of 16-2/3 percent in ordinary code messages, the Commission was told.

The statement was made by a large group of New York banks and investment houses which have banded in two groups known as the Committee on Foreign Banking and the Cable and Radio Users Protective Committee. Carl O. Pancake, Assistant Secretary of the Guarantee Trust Co. of New York City, said more than 91 percent of the ordinary rate messages sent from or received in this country were in code, as were nearly 97 percent of the urgent rate messages.

Other organizations who joined in the protests were the Millers National Federation, Cotton Shippers, Meat Packers, the National Council of American Importers and Traders, the Tanners Council, the Tanners League of California, trade associations and many individual business concerns.

Next month's meeting at Warsaw will mark America's first participation in the international conference. The conference will have no power to act on changes in the rate structure, but will draw up recommendations for the International Tele-Communications Conference to be held at Cairo in 1938.

The American delegation, appointed recently by President Roosevelt, includes William J. Morfleet, Chief Accountant of the Commission; Gerald C. Gross, Chief of the Commission's International Section; and France C. DeWolf, representing the State Department.

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HEARING CANCELLED ON AMATEUR GROUP'S REQUEST

The Telegraph Division of the Federal Communications Commission this week cancelled a public hearing scheduled for October 20th on the request of The American Radio Relay League that the Commission's Rule 377 be amended to permit Class A amateur radiotelephony operation (type A-3 emission) on the band 3250 to 3900 kc. in addition to the present 3900 to 4000 kc. band.

The FCC had been formally notified that the Radio Relay League wished to withdraw its request. It did not have pending before it any request of any other party to be heard in this connection.

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McDONALD GETS PATENT ON SPLIT-SECOND TUNING

The U. S. Patent Office has just granted a patent on split-second tuning to Commander E. F. McDonald, Jr., He has assigned it to the Zenith Radio Corporation, of which he is President. The number of the patent is No. 2,052,238.

Since many others in the industry are using the split-second tuning and rather than disturb the industry with suits, it is Zenith's intention to offer licenses to each of its competitors if they desire to use split-second tuning as covered by the McDonald Patent.

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Add to story "A.T. & T. Promises $250,000 Cut In Radio Phone Bill" found on a preceding page this issue:

The following are the principal changes proposed to be made in rates and rate practices:

1. Computation of interexchange channel charges will be on the basis of airline instead of the present circuit or toute distances.
2. The connection charge for receiving programs at stations connected to Schedule A channels will be reduced from $4,000.00 per year to $175.00 per month.
3. The highest grade continuous service may be contracted for on a monthly instead of an annual basis.
4. Amplifying equipment provided by the customer at his studio may be used to interconnect channels.
5. All classes of channel facilities furnished by the company may be interconnected. Previously, music programs could not be fed from an inferior to ahigh grade channel.
6. Charges for reversal in direction of channels will be slightly increased.

In addition to the foregoing, a number of other adjustments in rates and practices of advantage to the customer have been included in the new schedule.

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INSULL QUITS AS ABC HEAD; STILL A DIRECTOR

Samuel Insull, Sr., one time utilities magnate, announced this week in Chicago he had resigned as President of the Affiliated Broadcasting Company but will remain on its Board of Directors. Mr. Insull took up radio work after his acquittal on mail fraud charges which arose from collapse of his utilities empire.

The resignation was tendered and accepted at a meeting of radio station owners and managers associated with the broadcast company, who gave Insull a vote of confidence.

Clarence Leich, owner of radio stations in Evansville and Terre Haute, Ind., was appointed General Manager of Affiliated.

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EDUCATORS MAKE RENEWED DEMAND FOR SHORT-WAVES

A renewed demand that educational agencies be given a share of any allocations made in the ultra-high frequencies was disclosed this week in the publication of a resolution adopted at the Portland (Ore.) convention of the National Education Association.

The resolution reads:

"The Federal Communications Commission has held hearings as a basis for allocations of short-wave radio frequencies. These additional radio channels will be of great usefulness in the service of education. The National Education Association strongly urges the Federal Communications Commission to reserve suitable and ample bands of these unallocated natural resources for the exclusive use of organized non-profit educational agencies. The Association urges that educators seek to develop suitable technics and programs for utilization of these new facilities."

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COAST GUARD TO BROADCAST WEATHER DATA

Beginning Oct. 1, U. S. Coast Guard stations in New York andBoston will radiophone nightly broadcasts of weather information for the benefit of small craft in those areas. The broadcasts, planned especially for towing tugs, yachts, fishing boats and similar caraft, will tell of weather conditions, forecasts and warnings of storms, and will be made from Stations NMY, in New York and NME at Boston at 10:35 P.M., EST.

Station NMY will operate on a frequency of 2660 kc. and NMF on a frequency of 2676. Ordinary radio sets that can pick up police signals can be tuned in for the Coast Guard information.

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INDUSTRY NOTES

The National Association of Broadcaster's Board of Directors will meet on October 2nd and will decide at that time whether the NAB will participate in the broadcast band allocation hearing scheduled by the Federal Communications Commission for October 5th.

WOL, Washington, D. C., and WSM, 50,000-watt station of Nashville, Tenn., will release many Mutual Broadcasting System programs, it was announced this week by Alfred J. McCosker, Chairman of the Board of Mutual. WSM has already become an affiliate of the Mutual network and WOL will have that status after tomorrow, September 26th.

Arnold Raestad, former Norwegian Foreign Minister, was elected President of the International Broadcast Conference in Geneva on September 17th.

The Fall meeting of the Institute of Radio Engineers and the RMA Engineering Division will meet at the Sagamore Hotel in Rochester, N. Y., on November 16, 17 and 18.

The technical sessions will feature the following speakers: L.C.F. Horle, J. J. Lamb, J. M. Miller, A. F. Murray, B. Olney, S. M. Seeley, B. J. Thompson and R. M. Wise.

Nominees for the presidency of the Institute of Radio Engineers for 1937 are Lawrence C. F. Horle, New York consulting engineer, and Harold H. Beverage, Chief Research Engineer of R.C.A. Communications. Ballots are being mailed to members and announcement of the successful candidate will be made about January 1st.

CBS and NBC will carry special programs Sunday, September 27th, to mark the affiliation of their respective Boston stations, WEEI and WNAC.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF SEPTEMBER 29, 1936

37 Groups Scheduled For October 5 FCC Hearing.....2

Strategy Seen In RCA Halt To Patent Trial.....3

RMA Directors Vote To Sponsor Two Trade Shows.....4
President's Initials Mean "Am Going Into Drydock".....4

Publishers' Organ Raps FCC's Order To WCAE.....5

Peruvian Radio No Longer A Monopoly.....6
N. Y. School Head Asks $5000 For Radio Aids.....6

Film Producers Aid BBC Television Tests.....7

Dr. Townsend Seeking Time On Mexican Stations.....8

Republicans Broaden Campaign Over The Air.....9

Brazilian Radio Market Will Continue To Expand.....10
WOR Installs Address System On President's Car.....10

RCA Starts New Class Radio-Telegraph Service.....11
Newspapers To Publicize WHIO Advertisers.....11

"American School Of Air" Given Radio Award.....12
Sales Of Radio Sets In Germany Show Decline In Past Season.....12

No. 967

September 29, 1936

37 GROUPS SCHEDULED FOR OCTOBER 5 FCC HEARING

Thirty-seven organizations, some of them including a score or more stations, and individuals have filed notice with the Federal Communications Commission that they wish to testify at the informal engineering hearing on the broadcast band beginning Monday, October 5.

Judge Eugene O. Sykes, Chairman of the Broadcast Division, will open the hearing, to be held in the Government auditorium between the Labor and I.C.C. buildings, with a discussion of the aims and procedure of the hearing.

T.A.M. Craven, Chief Engineer of the FCC, will next make a statement on broadcast allocation and engineering. He will be followed by A. D. Ring, Broadcast Engineer, and Dr. L. P. Wheeler, Chief of the Technical Information Section, who will discuss factual data on the FCC allocation survey.

The inquiry will delve into such policy matters as super-power, east-west coast duplication on clear channels, and horizontal power increases, and may lead to a general shakeup on the broadcast band.

Witnesses scheduled up to the beginning of this week are as follows:

NATIONAL COMMITTEE ON EDUCATION BY RADIO: S. Howard Evans; THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS: H. B. McCarty; INSTITUTE OF RADIO ENGINEERS: Harold P. Westman; RADIO MANUFACTURERS' ASSOCIATION: James M. Skinner and L. C. F. Horle; NATIONAL ASSOCIATION OF BROADCASTERS: JamesW. Baldwin and C. W. Myers; KFI WBAP WFAA WGN WHAM WHAS WHO WLS WLW WOAI WSB WSM WWL (Clear Channel Grou): Louis G. Caldwell; STATIONS INTERESTED IN PART-TIME ASSIGNMENTS ON CLEAR CHANNELS: Ben S. Fisher, John W. Kendall and Horace L. Lohnes; CROSLEY RADIO CORPORATION: Duke M. Patrick; NATIONAL ASSOCIATION OF REGIONAL BROADCAST STATIONS: Paul D. P. Spearman.

Also, KOIN WAVE WDAY AND CONGRESS SQUARE HOTEL COMPANY: Re question so-called horizontal power increases on certain frequencies assigned to regional stations: Saul M. Segal; NATIONAL INDEPENDENT BROADCASTERS (WLVA WMBC KGFJ): Edward A. Allen; NATIONAL BROADCASTING CO.: P. J. Hennessey, Jr.; COLUMBIA BROADCASTING SYSTEM: Duke M. Patrick; WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY: Horace L. Lohnes and three other witnesses. GENERAL ELECTRIC COMPANY: Chester H. Lang; HEARST RADIO, INC.: Littlepage & Littlepage.

BUFFALO BROADCASTING CORP., MIDLAND BROADCASTING CO., FIRST NATIONAL TELEVISION, INC., MC CLATCHY BROADCASTING CO., WNAX BROADCASTING CO.: Frank D. Scott; INTERSTATE BROADCASTING CO., INC. (Station W2XR): John V. L. Hogan and perhaps another witness); KWTO KGBX KFRU KOMO WEEU WRAW WCHS WSAZ WLVA WMBG WJAS KQV WTMV W1XBS WDGY WDNC WHJB WTOC MASON DIXON RADIO GROUP, INC., operators of WDEL WILM WEST WAZL WORK WGAL: George O. Sutton; KFOX KFWB KIEM KMED KOMO KPRC KRKD KTBS KTRH KVOD KXYZ KGMB WCOP WELI WNBC WPHR WLBG KARK KLS KOOS WORC WTFI: Ben S. Fisher; KFXM KGFJ KIT KGFW KSLM KXL WSGN KRNR KELD KORE HILL & PHILLIPS, d/b as Eugene Broadcast Station, WLBC WJBC WCBS WCMI WSOC: Ben S. Fisher; KEX KJR KSL KWKH KFVD: Ben S. Fisher.

Also KGW, Oregonian Publishing Co., KHQ KGA KVI: Ben S. Fisher; WCFL, Chicago, Ill.; WRUF, Gainesville, Fla.; WBBM, Chicago, Ill.: 4 witnesses; WGAR, Cleveland, Ohio: Prof. John F. Byrne, Ohio State University and R. Morris Pierce; KFSD, San Diego, Cal.: 1 witness; WOSU, Columbus, Ohio: 2 witnesses; KVOO, Tulsa, Okla.: Lawrence W. Stinson, and David R. Milsten; WTIC, Hartford, Conn.: Duke M. Patrick; WORL, Boston, Mass.: Melvin D. Hildreth, Observer only; KECA, Los Angeles, Cal.: Louis G. Caldwell; WBNX, New York, N. Y.: R. T. Rollo and Dr. Herbert L. Wilson; WOW, Omaha, Nebr.: Paul M. Segal; Harold A. Lafount; Edgar H. Felix.

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STRATEGY SEEN IN RCA HALT TO PATENT TRIAL

The abrupt conclusion last week of the trial of the injunction suit filed by the Philadelphia Storage Battery Company against the Radio Corporation of America at Wilmington, Dela., was hailed this week in industry circles as a doubly smart move by RCA.

Besides showing confidence that the Philadelphia licensee had failed to make a case, RCA's refusal to place any witnesses on the stand prevented any grilling on its own trade secrets relative to manufacturing patents.

Representatives of the Storage Battery Company and the Philco Radio & Television Corporation were questioned for almost two weeks, it was pointed out, regarding their operations, but the trial failed to shed any light on RCA policies in patent matters.

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RMA DIRECTORS VOTE TO SPONSOR TWO TRADE SHOWS

Directors of the Radio Manufacturers' Association have decided to sponsor two trade shows next year in Chicago and New York, possibly in unison with the Institute of Radio Service Men and the Institute of Radio Engineers. The object is to reduce show expense of parts and accessories and also tube manufacturers and the proposed 1937 shows would be limited to such manufacturers, with sets excluded.

Negotiations are in progress between committees of RMA, IRSM and IRE to combine and present united "industry" parts shows next Spring in Chicago and next Fall in New York. It is contemplated that these two parts shows would constitute the national show participation of parts and tube makers and relieve them from expense of exhibiting in other shows, some of which would be discontinued under the plans now before the three industry associations.

Decision of the RMA Directors to sponsor the proposed annual Spring and Fall parts shows was made at their Board meeting Thursday, September 24, at the Roosevelt Hotel in New York City. President Leslie F. Muter, of Chicago, presided and many other RMA activities in the interest of parts, tube and also set members were arranged by the Association's Board.

David Sarnoff, Chairman of the RCA Manufacturing Company joined the RMA Board at its meeting and immediately began participation in its work. Formerly the RCA Manufacturing Company was represented on the RMA Board by J. C. Warner, Vice-President, who resigned recently. Mr. Sarnoff last Thursday was elected unanimously by the RMA Board as a successor to Mr. Warner and on motion of Chairman Arthur T. Murray of the RMA Set Division.

Definite progress in improvement of radio merchandising practices was reported to the RMA Board by Director E. F. McDonald, Jr., of Chicago, Chairman of the Fair Trade Practice Committee.

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PRESIDENT'S INITIALS MEAN "AM GOING INTO DRYDOCK"

"FDR", the initials of President Franklin D. Roosevelt, translated in terms of one of the U. S. Navy codes, stands for "Am Going Into Drydock", Commdr. E. F. McDonald, Jr., President of the Zenith Radio Corporation, told a meeting of RMA Directors in New York last week, according to the New York Times.

"ML", the initials of Governor Alfred M. Landon, means in the same code, "Examining My Compasses", according to Mr. McDonald.

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PUBLISHERS' ORGAN RAPS FCC'S ORDER TO WCAE

Following, in part, is an editorial appearing in the current issue of Newsdom, a newspaper for publishers and editors:

"Early this week WCAE, a privately owned radio station in Pittsburgh, was forced to make its broadcasting facilities available to one Earl Browder, a revolutionary tool of Moscow and Communist candidate for President.

"Adhering to an asinine regulation, the Federal Communications Commission served notice on the station's officials that if they refused to permit this radical to mouth his subversive doctrines they would be prosecuted and liable to a heavy fine and jail terms.

"In our idealistic endeavor to uphold democracy we certainly can go to stupid extremes at times. We have had the tradition of free speech, so pounded into us that we are blind to the difference between free speech and license.

"We have listened so much to the prattling of the neo-liberals that we are no longer aware of the fact that the issue is not free speech, but sedition.

"The Communist party in the United States is a branch of the Communist International at Moscow. It is pledged to take its orders from its foreign masters whose avowed purpose is to overthrow the present form of government in the United States by force and to substitute a despotic reign of terror similar to the governmental montrosity which rules Red Russia by fear, violence and intimidation.

"If our own officials are so conscientious about their jobs why do not they invoke our Federal statutes which prohibit seditious conspiracies to overthrow, put down or destroy the government of the United States by force?"

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J. Logie Baird, the television pioneer, has presented his first television apparatus to the Science Museum, at South Kensington, London.

Made from old bicycle parts, cocoa tins, cheap bulls-eye lenses, sealing wax and string, at a cost of 7s 8d, it was the forerunner of modern television, on which the British Broadcasting Corporation is now prepared to spend about £1,000,000.

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PERUVIAN RADIO NO LONGER A MONOPOLY

Peruvian broadcasting, formerly a monopoly, is now free, according to the U. S. Commerce Department. Marconi's Wireless Telegraph Company of England for several years operated Peruvian communications, including postal service. In the latter part of 1935 the Marconi Company entered into a contract with the Peruvian Government whereby the company agreed to erect a radio station on Government land to be called "Estacion oficial Radiofusora del Peru", of two transmitting units, one of 10 kilowatts in the antenna of medium wave and the other 10 kilowatts in the antenna for short wave, of the latest type. As this work is nearing completion the Government is preparing to issue new laws and regulations for broadcasting, telephony, and radio telephony which will also provide for the licensing of other broadcasters at the Government's discretion. The Marconi Company will operate the new official station until the Government completes payment.

There are nine broadcasting stations operating in Lima and five elsewhere in Peru, all but one privately-owned. The station OAX4A, owned by the Government, has discontinued regular transmission working only occasionally on 1,050 kcs., 286 meters. Broadcasting license fees are 300 soles ($75) per year but in the near future will be increased to 1,200 soles ($300).

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N. Y. SCHOOL HEAD ASKS $5000 FOR RADIO AIDS

Convinced by an exhaustive study of the educational possibilities of radio that broadcasting is the greatest agency of education since the printing press, Joseph M. Sheehan, Associate Superintendent of Schools, New York City, asked the Municipal Board of Education to set aside $5,000 this Fall to finance experimental programs.

In his survey, made by request of the Board of Superintendents, Dr. Sheehan came to Washington twice to confer with members of the Federal Communications Commission and Dr. J. W. Studebaker, Federal Commissioner of Education. Through conferences with visiting professors and authorities on educational broadcasting, he studied the adaptation of radio to school use here and abroad.

Dr. Sheehan concluded that educational broadcasting in this country had failed to keep pace with the improvement in technical processes.

"Educational broadcasting still remains amateurish on the air largely because of the fact that channels on the air are largely held by commercial interests and education on the air has been largely incidental and unorganized", Dr. Sheehan said.

"The City of New York being now in a position to get education time on the air through Station WNYC has a rare opportunity to develop educational broadcasting technique that may profoundly affect education."

To carry out this aim Dr. Sheehan asked that he be empowered to select outstanding teachers to draw up a series of broadcasts related to the regular school curriculum. These teachers and another group, specially selected for broadcasting ability, would undergo a period of training, after which their work would be carried over the air to twenty designated schools as a means of testing the material.

Properly used, radio could become an even greater instrument of instruction than the printing press, Dr. Sheehan contended, since it provided "a dramatic medium, not only because of its immediacy and directness but because it represents communication by the human voice."

"This", Dr. Sheehan added, "gives it a power which cold print cannot equal."

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FILM PRODUCERS AID BBC TELEVISION TESTS

Following the closing of the 1936 Radio Exhibition in London, the experimental transmissions from the BBC high-definition television station at the Alexandra Palace have ceased temporarily. The station started operation somewhat earlier than planned to allow visitors to the Radio Exhibition from all over the world to obtain a pre-view of the new service. Now, for a period of a few weeks, the BBC engineers and others employed by the Baird and E.M.I. television companies will be allowed time to make final tests of the apparatus and minoradjustments before the inauguration of a regular program service this coming Winter.

"While being only of a highly experimental nature, the special transmissions in connection with the Radio Exhibition have provided several useful lessons, according to a BBC statement. One is that there are film producers who are prepared to cooperate with television not only willingly but handsomely. Alexander Korda, an outstanding personality in British films, and his company were specially generous. They released for television some of the best sequences of Charles Laughton's new picture "Rembrandt", which is not even finished yet, and they spent a lot of time at their Denham studios making close-ups for television of Leslie Mitchell, the television announcer. Other previews at the Exhibition were from Elisabeth Bergner's "As You Like It", and the new Jessie Matthews film "It's Love Again".

"Another producer who helped was Paul Rotha, the documentary expert, who allowed the BBC to televise part of his new film dealing with the production of books, which again has not yet been finished, much less shown. Television will have much in common with film production, and this sort of cooperation will be of mutual benefit."

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DR. TOWNSEND SEEKING TIME ON MEXICAN STATIONS

Dr. Francis E. Townsend is negotiating with the Mexican radio stations for a series of "educational" broadcasts on his pension plan, according to special correspondence to the New York Times from Chicago.

His decision followed cancellation of a broadcast scheduled for September 25 over Station WENR, Chicago, on the ground that the station refused to allow him to mention politics or to appeal to his followers for funds. He said that he had been unable to meet the requirements at Stations WLS and WJJ also.

"The attitude of WENR toward me and the Townsend National Recovery Plan made me feel that I was not wanted". he said. "They were very touchy on my politics and particularly over any reference to Roosevelt."

Niles Trammell, Vice-President of WENR, denied that the station had requested Dr. Townsend to delete political references in his original manuscript.

"We have a definite policy that prohibits us from allowing solicitation of funds except in emergencies", he explained. "Dr. Townsend begged people for money in both the opening and closing of his manuscript. We asked him to eliminate it and he refused. The radio time was then canceled."

Dr. Townsend said he believed that the opposition from radio stations in this country to his speeches came from the Democratic national headquarters.

Pointing out that radio time had been made available to Earl Browder, Communist candidate for President, he said:

"But Browder favors Roosevelt, according to the newspapers."

"Father Coughlin is having trouble getting radio time, too, but then he is also against Roosevelt", he added.

"To obtain free speech, prosperity and happiness for the American people, Roosevelt must be defeated and the Townsend plan enacted", he concluded.

It is planned to make transcriptions of Dr. Townsend's talks in Chicago and send them to Mexico for broadcasting over Stations XEPN and XELO at Piedras Negras.

Dwight Bunnell, who is in charge of radio at the Townsend headquarters, said that these stations, with a total capacity of 150,000 watts, could be heard throughout the United States.

It was said that rates would be asked for two half-hour programs for fifty-two weeks on Sundays and Thursdays from 9:30 to 10 P.M., E.S.T.

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REPUBLICANS BROADEN CAMPAIGN OVER THE AIR

Further evidence of the Republican National Committee's apparent preference for the spoken word over the printed word was revealed last week with the start of two more radio programs in addition to the William Hard nightly broadcast over CBS.

"The Republican Volunteers", over WGN, Chicago, started last week. This program paid for by the party, will be heard three times a week until election, every Monday, Wednesday and Friday nights. Quin Ryan, WGN announcer, will interview men and women from "many walks of life" on campaign issues. He will pick persons to be interviewed from "Volunteers", who come to WGN studio. Another announcer will give the "commercial" for the party.

The Republican National Committee is also sponsoring a radio program for women over WMAQ-NBC every afternoon. It began last week and will continue each week day until election. This program is known as "Every Woman Knows." Mrs. Eugene Meyer, wife of the Washington Post publisher, will direct the program presenting guest speakers.

Another "advertising effort" of the GOP was the recent sending of 28 motor trucks, all purchased by the Republican National Committee and equipped with voice amplifying apparatus, to cover the entire country, with the exception of seven southern States. The trucks are designed to bring the gospel of Republicanism to the farmer and rural communities and contain anti-New Deal agricultural product exhibits. It is estimated that each truck will cover 15,000 miles, or a total of 400,000 miles prior to Nov. 3.

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BRAZILIAN RADIO MARKET WILL CONTINUE TO EXPAND

The Brazilian market for radio receiving sets appears to be capable of considerable further expansion notwithstanding the heavy imports during the past three years, according to a report to the Commerce Department from Commercial Attache R. H. Ackerman, Rio de Janeiro.

Previous to 1935, it is pointed out, American manufacturers supplied practically all the radio sets imported into Brazil. During that year, however, the Dutch Philips radio became a serious contender for the Brazilian business, not only by offering a wide range of good sets at prices lower than some of the best known American makes, but also by attracting dealers by more liberal credit terms and by an aggressive advertising campaign. It is estimated that during 1935, Philips accounted for approximately 25 percent of the receiving sets marketed in Brazil and has apparently increased that ratio during the first half of the current year.

The anticipated increase in the Brazilian demand for radio receiving sets, the report points out, may not be reflected in imports as it is likely that production within Brazil may be undertaken on a much larger scale than is at present the case. The market has grown to a point where economical local production can be undertaken by some of the larger American suppliers and it would appear reasonable to suppose that a move in this direction will be made within a reasonably short time.

Factors which are favorably influencing the sale of radio sets in Brazil, the report states, are the increasing number of local broadcasting stations, improved local programs, and the advances made in short-wave reception which enable local fans to satisfactorily receive foreign programs.

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WOR INSTALLS ADDRESS SYSTEM ON PRESIDENT'S CAR

A public address system has been installed on board President Roosevelt's private Pullman car, the "Pioneer", by the Engineering Department of WOR at the Mott Haven yards of the New York Central Lines. A contract for this work was issued several days ago by the Radio Division of the Democratic National Committee to WOR, which maintains a department for the installation and rental of public address systems.

Lewis R. Tower, WOR staff engineer, of 15 Tower Drive, Maplewood, N. J., has been assigned to operate the equipment and will travel with the presidential party on the forthcoming transcontinental tour which is scheduled to begin next week.

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RCA STARTS NEW CLASS RADIO-TELEGRAPH SERVICE

A new class of marine radio-telegraph service by which passengers on transoceanic vessels may send radiograms to all parts of the United States at rates substantially lower than for regular service has been announced by the Radiomarine Corporation of America, a subsidiary of the RCA. This innovation has been approved by the Federal Communications Commission.

The service, which will be known as the "night radio telegram", makes it possible for voyagers to communicate with any point in this country at a flat rate of 19 cents a word instead of 21 to 29 cents, according to distance from the coast to the place addressed. Filed before midnight the night radio telegram will be delivered on the following morning through the same telegraph facilities that forward regular marine radio messages from RCA coastal stations to points in the United States.

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NEWSPAPERS TO PUBLICIZE WHIO ADVERTISERS

The Columbia Broadcasting System this week announced the affiliation of Station WHIO, Dayton, Ohio, as a member of the Basic Optional Group, effective October 1st. WHIO, owned by the Miami Valley Broadcasting Corporation, operates full time with 5,000 watts daytime and 1,000 watts at night on a frequency of 1,280 kilocycles.

The Dayton Daily News and the Springfield News and Sun are under the same ownership as Station WHIO and these three leading newspapers will publicize regularly the programs of CBS advertisers who broadcast over this station, according to H. K. Boice, CBS Vice-President in Charge of Sales.

Conservative estimates of the number of radio homes within the Primary Listening Areas of WHIO are Daytime - 203,000 radio homes, and Nighttime - 125,000 radio homes, he said.

WHO, Dayton, will be available to CBS advertisers at the base rate of $175 per evening hour, other periods of time in proportion.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF OCTOBER 2, 1936

Tests Prove G-Man Station At Washington A Possibility.....2

European Union Favors Wider Separation Of Waves.....4

Aylesworth Quits NBC; Concentrating On RKO.....5
FCC Declines To Aid Browder In Terre Haute Affair.....5
Effect Of Snow In Field Intensity Tested.....5

General Electric Co.,Ltd.,Exhibits Television Sets.....6
NAB Notes End Of Summer Slump In July Report.....6

FCC Issues List Of American Stations Outside U. S.....7
Murray Of BBC Named Manager Of Canadian Radio.....7

Italy Developing "Televisode" To Rival BBC "Televisor".....8

Newspaper Loses To Rival In Niagara Falls Scrap.....9

Radio Is Making Noteworthy Progress In India.....10
Notre Dame Won't Collect On Grid Broadcasts.....10

RCA Employees Honor Sarnoff On 30th Anniversary.....11

WLW Network Plan Rumored, Denied.....12
British Honduras Held Poor Radio Market.....12

No. 968

TESTS PROVE G-MAN STATION AT WASHINGTON A POSSIBILITY

The dream of the Bureau of Investigation of the Department of Justice to establish a radio telephone broadcast station in Washington capable of being heard anywhere in the United States has been given technical encouragement by the Bureau of Standards.

First reports on tests conducted early this year were disclosed this week in the annual report of Dr. J. H. Dellinger, Chief of the Radio Section of the Bureau of Standards.

While explaining that "no definite conclusions can be drawn", pending further tests, the report added:

"It seems likely, however, that a useful radio telephone service to cover the United States could be conducted from a station in Washington, using possibly two day frequencies and two night frequencies."

The report also disclosed that the Bureau of Standards had prepared a number of specifications for radio equipment for the Bureau of Prisons, Department of Justice.

"Examples were specifications drawn up for a radio receiving system with a number of loudspeakers for use at Alcatraz Island, San Francisco, and an extensive ultra-high frequency two-way communication system between fixed and mobile stations for use at McNeil Island, Washington.

"Specifications for an all-wave radio receiving set were prepared for the Federal Bureau of Investigation."

The tests with regard to the Department of Justice station were described as follows:

"At the request of, and in cooperation with, the Federal Bureau of Investigation, Department of Justice, experiments were made over a period of a year to obtain data on the possibility of voice broadcasting to cover the United States from a station at Washington. Special test emissions were made from the Bureau's transmitting station WWV at Beltsville, Md., and reception was recorded by some 300 voluntary observers throughout the United States. In addition, a program of listening and logging of reception at Washington of high-frequency stations was carried on.

"The WWV emissions were made on four days during each of the four seasons of the year, i.e., in September, December, March and June. Frequencies of 5,000,10,000 and 15,000 kc/s were used

in the daytime, and 4,200 and 6,800 kc/s at night. The emissions were made to determine the intelligibility of reception of the broadcast by the observers. For this purpose, lists of unrelated words, as well as connected statements, were read into the microphone. The observers recorded all words they understood on special report forms furnished by the Bureau. The percentage of words correctly recorded was taken as a measure of the intelligibility.

"The results of the WWV emissions are given below for three of the four seasons. The results for June had not been compiled when this report was written. The figures represent the distance range in miles for intelligibility of 40 percent or more.

	Sept.	Dec.	March
5,000 kc/s, day	0-550	0-550	0-400
10,000 kc/s, day	250-1,200	0-1,400	0-1,200
15,000 kc/s. day	400-2,500	0-60,300-1,750	0-30,650-1,400
4,200 kc/s. night	-	0-1,500	0-1,700
6,800 kc/s. night	-	0-60,400-1,800	0-2,500

"This work was supplemented by observations made one or more nights each week throughout the year, in which an observer tuned in and recorded as many radio telephone stations as he could identify, on frequencies above 1,500 kc/s. The intelligibility of reception was rated on an arbitrary numerical scale. The received stations grouped themselves into 3 fairly definite bands of frequencies, in the vicinity of 1,700, 2,500 and 6,000 kc/s. At 1,700 kc/s, fair intelligibility was secured up to about 700 miles in September, increasing to about 1,200 miles in the Winter. At 2,500 kc/s, fair intelligibility was secured up to about 1,000 miles in September, increasing to over 2,000 miles in the Winter. At 6,000 kc/s, fair intelligibility was secured from about 200 to 4,500 miles in September, changing to about 800 to less than 2,000 miles in the Winter."

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EUROPEAN UNION FAVORS WIDER SEPARATION OF WAVES

The International Broadcasting Union, representing all of the leading broadcasting organizations of the continent, appears ready now to adopt the 10 kc. separation between frequencies on the broadcasting band.

Although Europe adopted this minimum of separation as early as 1926, a shortage of frequencies induced the practice of permitting separations of 8 or 9 kc. or even less. The United States maintains the 10 kc. policy.

While declining to accept the suggestion of the United States that the minimum be raised to 15 kc., the U.I.R. in a formal communication with reference to the forthcoming C.C.I.R. meeting in Bucharest in 1937 went on record as indorsing the 10 kc. separation as a "compromise".

The statement of the U.I.R. follows, in part:

"The U.I.R. expresses the opinion that the predominating quality in the matter of broadcasting is the obtaining of high fidelity acoustic reproduction.

"It refers in this connection to the curve presented at Lisbon by the United States of America, expressing the quality of orchestral music as a function of the cut-off frequency, and that, on the basis of this psycho-physiological fact, it is desirable to adopt separations of at least 15 kc.

"It is evident that such separation is not possible within the limits of the bands of frequencies allocated to broadcasting and that the separation of 10 kc adopted at the beginning in Europe (1926), and at present maintained in the other regions, constitutes a practical and acceptable compromise.

"In Europe, because of conditions peculiar to this continent, separations of 9 and 8 kc. or even less have had to be adopted, although such separations cannot be considered as entirely satisfactory from a technical standpoint.

"It is, therefore, desirable that the Administrations consider this point of view during the forthcoming conferences, and that they carefully weigh the advantages of obtaining good quality with sufficient separations which would imply a reduction in the number of channels against the maintenance or increase of the number of present channels which would inevitably carry with it a diminution of the quality of the reproduction.

"With regard to the short waves, it appears necessary, in accordance with present information to fix a minimum of 10 kc because of the world-wide range of shortwave services and that it is necessary to insure good reception. It is necessary to consider a greater separation corresponding to two or three channels of 10 kc. between stations which can be received simultaneously, with a field of the same order of strength in the same region."

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AYLESWORTH QUITS NBC; CONCENTRATES ON R-K-O

Merlin H. Aylesworth has resigned as Vice-Chairman of the National Broadcasting Co. to devote his full time to RKO, of which he is Chairman of the Board. Mr. Aylesworth was President of NBC for nine years. He will continue as a member of the RCA-Victor Board.

As Vice-Chairman of NBC, Mr. Aylesworth was in an advisory capacity on matters of company policy.

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FCC DECLINES TO AID BROWDER IN TERRE HAUTE AFFAIR

Although it had previously forced WCAE, Pittsburgh, to carry an address by Earl Browder, Communist candidate for President, the Federal Communications Commission this week declined to come to his aid following his arrest in Terre Haute, Ind.

Replying to a request from William Z. Foster, Chairman of the Communist campaign committee, Anning S. Prall, Chairman of the FCC, said:

"Jurisdiction of the Communications Commission in broadcast matters extends only to station licensees. Action of the Chief of Police does not come within the jurisdiction of the Commission."

Foster had urged intervention on "behalf of free speech to permit Mr. Browder to speak as scheduled over stations as contracted for a month ago."

Browder's address was delivered over a Terre Haute station despite his arrest. His attorney evaded a local vigilance group and read the speech over the air.

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EFFECT OF SNOW IN FIELD INTENSITY TESTED

The U. S. Bureau of Standards has made measurements to determine whether snow has a large effect on radio field intensities. Measurements were made of the ground-wave field intensities of broadcast stations, from February to June. The intensities in June had decreased to about half the February values. There was no sharp change of intensity, so the diminution was probably due to the combined effects of the disappearance of the snow, drying out of the surface soil, and the leafing out of the tress and other vegetation, the Bureau stated in its annual report.

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GENERAL ELECTRIC CO.,LTD.,EXHIBITS TELEVISION SETS

Among the exhibitors of television receivers at the recent Radiolympia exhibition in London were two sets manufactured by the General Electric Co., Ltd. There were nine exhibitors altogether.

World-Radio, BBC journal, in a brief description of the television sets said:

"In most of the models exhibited the equipment includes, in addition to the television sound and picture reproducer, means for receiving ordinary broadcast programs, either by a long and medium-wave receiver or an all-wave unit. One or two instruments have also a gramophone section, thus being truly universal home entertainers. These models naturally have, in addition to the television controls, the normal tuning arrangements and other controls found in all broadcast receivers.

"The General Electric Company have two models, BT3701, at 95 guineas, for television programs only, and BT3702, using the same television unit combined with an 8-valve 'Fidelity' all-wave broadcast receiver, and costing 120 guineas. In these instruments most of the controls are permanently adjusted by the installing engineer, the user merely having to operate the combined system-selector and main switch, a brightness control, and the sound volume control. There is a small tuning control so arranged that by accurately tuning in the sound accompaniment the picture is automatically tuned correctly."

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NAB NOTES END OF SUMMER SLUMP IN JULY REPORT

Indications that the Summer slump in broadcast advertising "has been definitely beaten" are seen by the National Association of Broadcasters in an analytical report of total radio time sales for July.

Broadcast advertising during July amounted to $7,232,225, a decline of 9.4 percent as compared to June, but less than the June-July drop last year of 11.1 percent. Regional network volume rose 7.5 percent over June this year.

Gross time sales were 23.4 percent greater than during July, 1935, all phases of the broadcasting industry showing approximately the same rate of increase.

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FCC ISSUES LIST OF AMERICAN STATIONS OUTSIDE U. S.

Although broadcasting has developed rapidly in North America outside the United States, it is still far behind this country in the number of operating stations, a list compiled by the Federal Communications Commission discloses.

Canada, Mexico, and Cuba now have 195 stations as compared with more than 600 in this country.

Canada and Mexico are tied for second place with 70 outlets each, while Cuba has 55.

Most of the Canadian stations, moreover, are of low power. The Dominion has one 15,000-watt outlet, two of 10,000 watts, and four of 5,000 watts.

Mexico, however, boasts several super-power stations along the United States border. It lists XERA, Villa Acuna, at 250,000 watts, half the power of the most powerful U. S. station, WLW, and XENT, Nuevo Laredo, at 150,000 watts, and XEPN, Piedras Negras, at 100,000 watts. The only other powerful station is XEAW, Reynosa, with 50,000 watts.

These border stations are controlled by American capital, XERA and XEAW being in the name of Dr. John R. Brinkley, the former Kansas "goat-gland specialist", and XENT being under the name of Norman Baker, another ex-American broadcaster.

All the Mexican stations in the interior are of low power.

Cuba has one 3,000 watt and two 1,000 watt stations in Havana.

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MURRAY OF BBC NAMED MANAGER OF CANADIAN RADIO

Gladstone Murray, formerly of the British Broadcasting Corporation, has been named General Manager of the revised Canadian broadcasting system. He will assume his duties in Ottawa early in November.

A native of Vancouver, Mr. Murray is said to be glad to return to Canada. He will be paid $13,000 a year.

Reginald Brophy, also a native Canadian, now with the National Broadcasting Company, was mentioned as one of the candidates for the job.

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ITALY DEVELOPING "TELEVISODE" TO RIVAL BBC "TELEVISOR"

While the British Broadcasting Corporation pauses in its experimental television transmissions from Alexandra Palace, London, one Italian firm is engaged in promoting television in the Fascist State.

As the British have registered the trade name"televisor", to designate its receivers, Italy has adopted the title of "televisode".

The Italians began experimenting with television early in 1930, and conducted the first public tests in the Fall of the same year at the First National Radio Show in Milan.

The SAFAR (S.A.Fabricazione App. Radiofonici) is the only firm in Italy concerned with television, according to Andrew W. Cruse, Chief of the Electrical Division, U. S. Bureau of Foreign and Domestic Commerce.

"This company follows courses parallel with those of Baird in England and Telefunken in Germany", he said.

The latest development of the "televisode", he said, was exhibited at the sixteenth Milan Fair this year.

"The experimental service maintained throughout the Fair proved very satisfactory and also aroused lively technical interest abroad as well" Mr. Cruse said.

"During the period of the Fair there took place meanwhile in the SAFAR television laboratory interesting tests of direct television with the Castellani system. The results were those attesting both to the durability and to the sensitivity of the 'Telepantoscopio'.

"These new experiments thus produce the anticipation that the system can be used with success sooner than was expected.

"Meanwhile the cathode receiving tubes were also perfected. A new type of foot and a new electrodic structure were created, which notably simplified the mounting of the tube, facilitated its evacuation, and avoids the dangerous tail of vacuum outside the tube. New mistures of sulphides were also prepared for the screens with which best luminosities and pleasing colors of the image were obtained.

"At the beginning of May the telecinema set of 180 lines with Televisode type receiver was taken to Turin to effect an experimental service at the first National Inventions Exhibition. At the same exhibition cathode tubes of various types and dimensions for oscillography and television were exhibited, as well as the 'Telepantoscopio'.

"At present continuous experiments are in progress with the 'Telepantoscopio', both in telefilms for analysis beyond 240 lines, and in direct transmission by daylight beyond 120 lines.

"From the reception side the 'Televisode', though already electrically defined and made mechanically separable to permit acquisition in sections, was further studied from a mechanical and systematical angle, with a view to reducing the present encumbrance.

"It is in order to attack the problem of eliminating the direct relation between the dimensions of the images and the diameter of the screen of the cathode tubes, in order to be able to increase the dimensions of the images without recourse to cathode tubes of excessive dimensions, together with some very detailed researches on the luminosity of the cathode tubes and on the possibility of obtaining tubes at high tension with greatly reduced screens and a luminosity such as to permit conveniently the projection of the image upon a secondary screen. The SAFAR cathode tube in a bulb of special substance and the incombustible luminescent substances are the result of very satisfactorily successful researches."

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NEWSPAPER LOSES TO RIVAL IN NIAGARA FALLS SCRAP

The Falls Gazette Publishing Co., which publishes a newspaper at Niagara Falls, N. Y., this week was turned down by a Federal Communications Commission Examiner in favor of a rival group in a local scrap for a new broadcasting station.

Examiner Melvin H. Dalberg stated in his recommendation that the Power City Broadcasting Corporation, whose stockholders "enjoy excellent local reputations and are representative of the population of the area in practically all of its activities, is better qualified as the licensee of the proposed station."

Facilities asked by both applicants are 630 kc., 250 watts power, daytime operation.

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RADIO IS MAKING NOTEWORTHY PROGRESS IN INDIA

Radio has begun to make notable progress in India, a report to the Commerce Department from its Trade Commissioner at Calcutta indicates. During the last two years, it is pointed out, imports of receiving sets have shown a striking increase. Receipts of "wireless apparatus" (receiving sets are not separately classified in Indian customs returns) during the fiscal year 1935-36 were valued at 2,830,406 rupees ($1,048,000) an increase of 75 percent over the preceding year and 150 percent in advance of 1933-34. Imports from the United States in 1935-36 under this classification totaled 1,242,627 rupees ($460,000) compared with 830,348 rupees ($307,000 in 1934-35 and 178,994 rupees ($67,000) in 1933-34.

Owing to lack of classification, the report states, it is difficult to analyze the participation of other countries in India's import trade in radio apparatus, but the share of Great Britain, totaling 1,048,701 rupees ($388,000) in 1935-36 is believed to have included a very considerable amount of broadcasting equipment. The Netherlands supplied 381,256 rupees ($141,000) worth of equipment and it is believed that thiscountry holds second place after the United States as a supplier of receiving sets.

Broadcasting in India has made substantial progress in the past three years, it is pointed out. At the present time there are three broadcasting stations in India and the Government is now planning the construction of five additional units. Seven-eighths of the import duty on receiving sets and nine-tenths of the income from license fees are allotted by the Government for broadcasting development. Besides this considerable sum, an additional allotment was made in 1935-36 of 2,000,000 rupees ($740,000) out of surplus Government funds.

According to unofficial estimates there are now approximately 30,000 receiving sets in operation in India, of which approximately half are in the two cities of Bombay and Calcutta, the report states.

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NOTRE DAME WON'T COLLECT ON GRID BROADCASTS

The University of Notre Dame has not sold exclusive radio broadcasting rights to its five 1936 home football games, Rev. John F. O'Hara, President of the University, said this week. Father O'Hara added that Notre Dame had not sold and would not sell exclusive broadcasting rights to any of its football games, although commercial sponsorship of football broadcasts would be permitted. He said that all broadcasts would be on a non-exclusive basis and Notre Dame would not receive one cent in remuneration for them.

The N. W. Ayer Company clarified its position this week by saying that no payment had been made to Notre Dame for this series which had been arranged on a non-exclusive basis.

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RCA EMPLOYEES HONOR SARNOFF ON 30TH ANNIVERSARY

David Sarnoff, President of the Radio Corporation of America, was tendered a dinner September 30th at the Ritz-Carlton Hotel, New York City, by employees of RCA and its service companies in honor of the completion of his 30th year in the radio industry.

More than 300 employees of RCA, National Broadcasting Company, R.C.A. Communications, RCA Manufacturing Company and Radiomarine Corporation of America, including a group whose service periods in radio range from ten to 25 years, presented Mr. Sarnoff with an inscribed platinum watch. Members of the Veteran Wireless Operators' Association gave him a scroll commemorating his years of leadership in the radio art. Gen. James G. Harbord, Chairman of the Board of RCA, presided and read messages of congratulation from many prominent people, including Senatore Guglielmo Marconi, the "father of radio".

Mr. Sarnoff began his radio career in 1906 as an office boy with the American Marconi Company, predecessor of RCA. Quickly mastering the telegraph code, he was made a junior operator the following year, and in 1908 he was placed in charge of the company's wireless station on Nantucket Island. While there, young Sarnoff, then only 17, studied every book in an extensive radio library and became so proficient in his work that the next year found him as Manager of the Marconi station at Sea Gate, New York.

Then followed several trips as wireless operator on various ships, including several months in the Arctic ice fields on a seal fishing expedition. In the Spring of 1912 Mr. Sarnoff was at the key of the John Wanamaker station in New York, where he picked up the first message from the stricken "Titanic." For 72 hours without rest he remained at the key and passed on to a shocked world the details of the disaster and the names of the survivors.

Promotions came in rapid succession and placed Mr. Sarnoff in the position of Commercial Manager of the Marconi Co. in 1919. When the Radio Corporation of America was organized in that year, absorbing the older wireless company, Mr. Sarnoff continued in the same position until 1921, when he was made General Manager of the new company at the time when radio broadcasting was in its infancy. The following year Mr. Sarnoff assumed the added duties of Vice-President, and in 1930 he was elected President of RCA.

Mr. Sarnoff is a Chevalier of the Legion of Honor and also has been decorated by the Polish and Luxemberg governments. He has received honorary degrees from several universities. He is a Director and member of the Executive Committee of the Metropolitan Opera Company and Director of the World's Fair Corporation as well as Chairman of the Board of the National Broadcasting Company, RCA Manufacturing Co., and many other corporations.

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WLW NETWORK PLAN RUMORED, DENIED

"Partial or complete denial represents the official comment on a number of reports strongly stressed within broadcasting circles and concerning WLW, Cincinnati, John L. Clark's Trans-America Company, the creation of a new radio combination and the tie-in of the Warner Bros", reports Variety. "It is understood discussions have taken place and are continuing.

"Moves will in no way interfere in the relations between WLW and NBC and also those prevailing between WLW and Mutual. WLW would continue to maintain its independence status all around. Powel Crosley, Jr. has during the past week smoothed out his lines of association with both NBC and Mutual.

"Reported to be already committed to the WLW group idea are WIP, Philadelphia; WOL, Washington, and KQV, Pittsburgh. If the WLW and associated stations idea materializes, it is expected to be sold through the Trans-America Broadcasting & Television Corp., of which John L. Clark is head.

"To serve as contact man among the stations that it has on its list Trans-America has just engaged Mortimer Prall, son of Anning S. Prall, Chairman of the Federal Communications Commission."

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BRITISH HONDURAS HELD POOR RADIO MARKET

"The only radios, parts and accessories for sale in British Honduras are of American manufacture", the U. S. Bureau of Foreign and Domestic Commerce reports. "There are at present nine local agents for American radios and it would appear that radio receiving sets in this Colony of only 52,000 inhabitants, the majority of whom are colored and maintain a very low standard of living, are over-represented.

"There are no broadcasting stations in British Honduras but the British Honduran Government owns a radio station in Belize operating for the receiving and sending of messages, and also an experimental station in Corozal. In addition, there are six amateurs licensed for receiving and sending messages as well as one commercial station and five ships, the annual license fee for each being $2.50 (British Honduras currency, which is at par with American), $25.00 and $12.50 respectively. The local Government-owned radio station rebroadcasts weather reports received from Washington.

"The total number of radio receiving sets licensed for use in 1935 and for which the $1 annual license fees have been paid was 195, of which 106 were of the medium-wave type, 15 of the short-wave, and 74 all wave. However, it is estimated that approximately 500 sets are in use. Dealers state that there is little possibility of the present number being materially increased in the near future."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF OCTOBER 6, 1936.

Broadcasters Divided As FCC Hearing Opens.....2

WMCA To Exchange French Programs.....4
Swiss Artists Win, Gramophone Firms Lose In Copyright.....4

Boake Carter Raps Press Control Of Radio.....5,12

Payne Bares Abusive Letter For Riverhead Speech.....6

CBS Hires Six Composers To Write Radio Music.....7

FCC Postpones Effective Dates Of Two Rules.....8
G.O.P. Sponsors Foreign Language Broadcasts.....8

Trade Commission Cites Boake Carter And Philco.....9
Television Doesn't Bother Radio, Says BBC.....9

Mills Enters Quarrel Over Radio's Effect On Music.....10

FTC Restricts Midget Radio Manufacturer's Claims.....11
Paul Klugh Drafted By Landon Forces.....11

Radios In Tractors Approved By U. S. Official.....12

No. 969

October 6, 1936

BROADCASTERS DIVIDED AS FCC HEARING OPENS

With the broadcasters of the nation sharply divided on the issues of clear channels and higher power, the engineering hearing on the broadcast band, 550-1600 kc., opened Monday morning in the Government Auditorium with nearly 400 persons present.

Although the educators made an initial bid for more channels, the bitterest scrap in prospect appeared to be between the clear channel group and the regional broadcasters.

The clear channel group of 13 stations is seeking not only to preserve its frequencies from further breakdown but higher power as well. Through Louis G. Caldwell, attorney for the group, the stations asked that the present maximum power of 50,000 watts be made the minimum and that the maximum be raised to 500,000 watts.

Opposing them is the National Association of Regional Broadcasting Stations, formed only recently under the leadership of John Shepard, 3rd, President of the Yankee Network. This group of 85 stations wants further duplication of stations on clear channels with power restricted to 50,000 watts and a horizontal increase on all regional channels to 5,000 watts.

Because its own members are split on the major issue, the National Association of Broadcasters Directors decided that its Association will not be represented at the hearing although James W. Baldwin, Managing Director, had been scheduled as one of the 37 witnesses.

After Judge Eugene O. Sykes, Chairman of the Broadcast Division, had opened the hearing with a brief outline of the scope and procedure of the inquiry, Commdr. T. A. M. Craven, Chief Engineer of the FCC, spoke on the engineering aspects of the reallocation problem.

"The conception of the hearing was prevaded with the spirit of progress that has been made in the art of broadcasting since 1928", he said, "securing from the industry a practical interpretation of this progress and cooperating with the industry in an intelligent planning in application of this progress to the betterment of broadcasting service to the public.

"Growing out of the vast experience, both in engineering and in the economics of broadcasting, which has been gained since 1928, the year in which the present principles were established, there have been certain developments which may enable progressive

steps to be taken if the evidence at this hearing should show the need therefor."

Aiming to forestall demands from new services for places in the already crowded broadcasting band, Commander Craven said that the Interdepartment Radio Advisory Committee is making progress in the study of the allocation of frequencies above 30,000 kc. to government services as a result of the June 15th hearing.

"It is my opinion that we may expect with confidence the allocation of sufficient frequencies above 30,000 kc. to accommodate aural, facsimile and television broadcasting in the future on an initial experimental basis.

"In my opinion the date when these new services will cease to be experimental depends upon many factors, and in particular, upon the rate of progress in development."

Following Commander Craven's statement, Andrew Ring, Assistant Engineer, explained the clear channel survey conducted over a two-year period (See release of September 7).

The demand for allocation of exclusive channels for educational use by non-profit-making organizations was made by S. Howard Evans, of the National Committee on Education by Radio, and H. B. McCarty, of the National Association of Educational Broadcasters.

"The Commission may be charged with gross neglect", Mr. Evans declared, "for allowing valuable Government franchises to be so highly commercialized at the expense of educational opportunities."

Mr. Evans was joined by Dr. A. G. Crane, President of the University of Wyoming, in supporting a request by Dr. J. W. Studebaker, United States Commissioner of Education, that "a segment of the high frequency band be set aside for the exclusive use of educational institutions."

He suggested an entirely different standard of allocation from that of 1928, in proposing that the Commission consider social and economic phases of broadcasting as equal factors with power.

Mr. McCarty pointed out that there are but 22 radio stations operated by educational stations now on the air as compared with 100 at one time.

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WMCA TO EXCHANGE FRENCH PROGRAMS

Jacques Bonjean, star announcer of Radio Post Parisien, Paris, visited New York during last week, returning to France on the "Normandie". While in New York Mr. Bonjean visited Donald Flamm, President of WMCA to perfect plans for the exchange of radio programs arranged by Mr. Flamm on his recent visit to Paris.

Under the arrangement WMCA will secure programs from Radio Post Parisien in Paris, and the French station will be able to call on WMCA for programs originating in the United States. Some of the exchange will be by means of transcription, while other programs exchanged will be by transatlantic telephone.

Mr. Bonjean, broadcasting in France under the nom-d-air of Jean Loup, will appear before the microphone in Paris on his return in a series of broadcasts on his visit to America, and will also handle the microphone for the WMCA French pick-ups. He is scheduled to visit the United States again in February at which time he will appear before WMCA Inter-City microphones in a special series of three broadcasts.

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SWISS ARTISTS WIN, GRAMOPHONE FIRMS LOSE IN COPYRIGHT

The highest Swiss court has ruled that artists are entitled to copyright protection in broadcasting but that gramophone record manufacturers are not.

A brief history of the litigation, as reported by World-Radio, BBC journal, follows:

"An action was brought against the Swiss Broadcasting Company in 1934, and the Court of Cassation of Berne, acting as a court of first instance, delivered judgment in January of the present year. It ordered the defendant company to pay damages to the plaintiffs, makers of gramophone records, and prohibited the defendant from broadcasting records produced by the plaintiffs and acquired by the broadcasting company subsequently to January 20, 1934. The judgment recognized a copyright in the manufacturers, considered as creators of the records.

"The Swiss Broadcasting Company appealed from this judgment. It confirms the judgment of the court below, as regards its substance, but has not followed the arguments of the Cantonal court. It refuses to recognize a special copyright in the maker of a record, the activity of whom is to be regarded rather as technical and commercial; but, on the other hand, it admits copyright in the executant artists."

"The Federal Court further holds that broadcasting is a public performance and not a reproduction. Notwithstanding this prohibition, the Swiss Broadcasting Company has made all requisite arrangements for ensuring that, in spite of the suppression of certain broadcasts of records and the obligation to abandon the transmission of the products of the complaining companies, its programs shall be carried out as regularly as before."

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BOAKE CARTER RAPS PRESS CONTROL OF RADIO

An outspoken protest against newspaper control of radio stations was voiced last week by Boake Carter, Philco broadcast news commentator, at a luncheon meeting of business and advertising men in Boston.

Speaking on "Radio and the Press", Mr. Carter traced the history of attempts by newspapers and press associations to restrict the broadcasting of news, likening such efforts to those of King Canute to hold back the tide.

"Today", he said, "keen newspaper publishers have switched their ground. Instead of now trying to block radio news they are now acquiring as many radio stations as they can lay hands on.

"By this means they can - one, eventually control American radio; two, they can establish editorial air policies for the radio stations they own. Thus in time, if they are successful, you may find Republican stations, Democratic stations, liberal stations, conservative stations - just as you have Democratic, Republican, liberal and conservative papers. Then the story of the press will be repeated on the air - and you'll have to listen to two or three stations if you want a non-partisan radio report of current events.

"And this situation, because it deals with the spoken word, and emotions and passions, will be infinitely more dangerous to the preservation of the democratic form of government than the present varied press. The publisher who becomes the strongest and largest owner of the greatest radio chain - will be the one who can most nearly become the uncrowned king of the United States.

"Radio news broadcasting is full of blemishes. Readily I concede that", said Mr. Carter. "But as radio itself is still comparatively young, so has the news branch of radio got to learn many lessons. We are trying to learn and do a decent job. Sometimes it is a little hard when those from whom should come sympathetic help comes instead bitter opposition.

(Continued on last page)

PAYNE BARES ABUSIVE LETTER FOR RIVERHEAD SPEECH

Although he has received several hundred clippings of editorials and many letters commending his Riverhead (L.I.) denunciation of the two Los Angeles stations, KECA and KFI, which refused to carry President Roosevelt's last fireside chat as a sustaining feature, Commissioner George Henry Payne this week disclosed that he had received one particularly abusive letter.

The letter was written on stationery of the Aetna Life Insurance Company and postmarked in Indianapolis. It was signed by H. E. Rust. It said, in part:

"Associated Press dispatches quote you as calling the unwillingness of certain radio stations to carry Candidate Roosevelt's fireside talks as 'An arrogant abuse of power'. Evidently you are trying to scare men with courage through threats of the use of the powers of your public office. Accordingly one must judge you to be a cowardly politician.

"You talk glibly of the 'fifth estate' and I hope you now know the true economic and political meaning of that phrase. The air doesn't belong to you any more than it belongs to me. By your theory of politics, any candidate for office could force stations to carry his talks free of charge. I, too, could ask and demand free time because I own as much air as you do, or as Roosevelt owns. You talk about others setting themselves up as censors or dictators. That seems to be what you are trying to make out of yourself, through political pressure.

"In my opinion, you are a hot-air merchant of the first degree! If you'd resign and go to Russia, a lot of us would be thankful. Why not carry your bull-dozing tactics through to the Supreme Court? Men of your ilk ought to leave the country. This idea of compelling private property owners to carry the expenses of Roosevelt's campaign is so blatant that one wonders where you got your ideas of fair play."

Writing a friendly letter to the editor of the Indianapolis Star regarding a critical editorial, Commissioner Payne commented on the Rust attack thus:

"Is there not something fundamentally wrong in the political material that is being fed to this young insurance salesman when it leads an otherwise decent young man to write an abusive, ill-bred, threatening letter? If my position entitles me to no respect, is it not conceivable that my sincerity shouldn't be questioned by a mind that is still undeveloped and poorly informed on the subject that I am discussing?

"Surely one who is proud of the fact that his ancestors came to this country in 1631, should not be told to get out of the country and called names by one whose equity in the country is still to be established and whose manners are obviously deficient.

"All that I have tried to do, both in my speech at Riverhead and in the book of lectures published under the title of "The Fourth Estate and Radio', which I am sending you, is to provoke public discussion as to how we can improve the radio and how we can best insure the protection of the public interest."

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CBS HIRES SIX COMPOSERS TO WRITE RADIO MUSIC

Recognizing the need for music peculiarly adapted to radio, the Columbia Broadcasting System this week disclosed it has engaged six American composers to write music specifically for the air and within time limits suitable for broadcasting.

Although no reference was made to the copyright fight between the broadcasters and music copyright owners in the past, the CBS move was seen in the industry as another effort to break away from the licensing system of the American Society of Compowers, Authors and Publishers.

Deems Taylor, composer-critic-commentator and consultant on music for CBS, said that time limits had been suggested as the only restrictions on the art of the selected composers. Otherwise they will be free to choose their own forms.

Because of the importance of time in broadcasting, the network stipulated that a symphony, cantata, or an opera should not run longer than forty minutes. The time for a suite or concerto was set at twenty-two minutes and the length of a work in one movement was limited to between eight and fourteen minutes.

The composers, chosen by a committee of the Columbia Program Department with Mr. Taylor as advisor, were Aaron Copland, Louis Gruenberg, Howard Hanson, Roy Harris, Walter Piston and William Grant Still, all prominent figures in modern American music. Mr. Copland is a pianist and a leader of the modernist school of music. Both Mr. Gruenberg and Mr. Hanson have composed operas which were performed by the Metropolitan Opera Company.

Mr. Gruenberg, who is on the faculty of the Chicago Musical College, wrote the music for the operatic version of Eugene O'Neill's "Emperor Jones", and Mr. Hanson, who heads the Eastman School of Music at Rochester, wrote the opera "Merry Mount."

Mr. Harris teaches composition at the Westminster Choir School in Princeton, N. J., and Mr. Piston is on the faculty of the Harvard University School of Music. Mr. Still, a Negro, has made many arrangements of music for radio concerts.

The commissions are to be completed by June 1 next year and will be performed by the Columbia Symphony Orchestra of which Howard Barlow is the conductor.

Mr. Taylor said that the broadcasting company at first had considered holding a contest for compositions, but had decided to commission certain composers outright.

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FCC POSTPONES EFFECTIVE DATES OF TWO RULES

The Broadcast Division of the Federal Communications Commission has extended the working date of Rule 981 for six months. This rule requires all relay, international, television, facsimile, high frequency, and experimental broadcast stations to have in operation by September 15, 1936, a frequency monitor. This monitor does not have to be approved by the Commission but must have an accuracy of one-half the allowed tolerance of the class of station with which it is to be used. It is believed that sufficient commercial monitors will be available within six months so that all stations of this class can be equipped as required.

The working date of Rule 1034 (c) has been postponed until further notice. This rule states that the television assignments will be made by bands in which the carriers for aural and visual broadcasts are to be operated. Inasmuch as the allocation of the present Group B and C are for television purposes on a purely experimental basis, the FCC felt that no band assignments should be made at this time.

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G.O.P. SPONSORS FOREIGN LANGUAGE BROADCASTS

The Republican National Committee's Naturalized Citizen Division has contracted for 1,500 paid radio programs in 35 States, to be broadcast in foreign languages to various groups throughout the country. The broadcasts, ranging from five minutes to one-half hour, include programs in German, Swedish, Danish, Norweigian and other foreign tongues.

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TRADE COMMISSION CITES BOAKE CARTER AND PHILCO

According to an announcement by the Federal Trade Commission, the Philco Radio and Television Corporation, Philadelphia, has entered into a stipulation with the Commission that, in advertising its radio sets for sale, it will discontinue broadcasting representations, the effect of which is to imply to listeners-in that the announcer has actually tuned in a designated foreign broadcasting station; that the program heard is picked up from such foreign station and is being rebroadcast through the local station or network over which the announcer is speaking, or that the foreign station was originally picked up and a recording made therefrom, when such are not the facts.

According to the stipulation, the respondent corporation, in soliciting the sale of Philco products, caused advertising program entitled "Around the World with Boake Carter" to be broadcast, these programs consisting of a series of electrically transcribed talks in the form of continuities prepared by Carter and describing his visits to foreign countries. At certain points during the broadcasting of such electrically transcribed discourses, Carter is said to simulate a demonstration of tuning in a musical program from a radio station in the foreign land being discussed, when, according to the stipulation, the music heard by listeners-in does not come from a foreign station but is produced in the studio of the station from which the broadcast is being made.

The respondent corporation also agrees to cease and desist, when referring to the possibilities of short wave radio reception, from use of such statements as "With the new Philco I can tune what I want now when I want it", or any representations of similar meaning, implying that foreign radio programs may be obtained with a reasonable degree of clarity, regardless of static, atmospheric conditions or signal strength.

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TELEVISION DOESN'T BOTHER RADIO, SAYS BBC

Television transmissions do not interfere with radio broadcast reception, according to the British Broadcasting Corporation, which has inaugurated a television service in London.

"Before the advent of television fears were expressed that it would interfere with the reception of ordinary broadcast programs", the BBC stated. "The recent experimental television tests held during Radiolympia demonstrated that there were no substantial grounds for these fears. A few complaints were received from the immediate neighborhood of Alexandra Palace. These were immediately investigated by the BBC engineers. It was found that there was a certain amount of interference, the severity of which varied according to the type of receiver used. It

was worse on old and unselective receivers, but was easily eliminated on most of the sets tested by the addition of very simple and cheap apparatus. Apart from the few cases reported in the area immediately adjoining Alexandra Palace, the television transmissions do not interfere in the slightest with broadcast reception over London."

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MILLS ENTERS QUARREL OVER RADIO'S EFFECT ON MUSIC

Following up the contradictory opinions expressed by Gene Buck, President of the American Society of Composers, Authors and Publishers, and Alfred J. McCosker, past President of the National Association of Broadcasters, E. C. Mills, General Manager of ASCAP, this week presented evidence to back up Mr. Buck's contention that radio shortens the life of modern music.

"The popular songs of 1934 depreciated 80% in the second year of their life", Mr. Mills said. "There is no such decline in the standard or classical works, the deprecition in their second year being but 19%. Eighty-seven leading popular songs were broadcast 1,255,669 times during 1934 by the two major networks, the ASCAP analysis reveals; these same songs received only 252,025 performances on the same networks in 1935. Over 30,000 programs were studied. These songs melted like the 'snows of yesteryear', and ASCAP's living songwriters must create new tunes to replace them.

"The older songs survive this musicide better than the new hits", Mr. Mills stated. "Such songs as 'Tea for Two', "I Got Rhythm', 'Smoke Gets in Your Eyes', 'Sweet Sue-Just You', 'Limehouse Blues', 'Speak to Me of Love', 'I'll See You Again', and 'Woodland Echoes', which were played more than 10,000 times in 1934 again made the hit list in 1935, our program digest shows.

"These eight songs alone made up thirty-five percent of the performances received in 1935 by the entire list of eighty-seven song hits of 1934.

"Standard, or so-called 'classical' music, which is performed about ten percent of the time, suffered only a nineteen percent depreciation in 1935, due partly to the reduction in performances of old airs which had been taken into motion pictures, or which had a purely topical appeal.

"Among these were 'The Man on the Flying Trapeze', which dropped from 2,575 to a mere 454; 'Red River Valley', which fell from 2,748 to 323 and 'There's Music In the Air', which got no performances in 1935 after rolling up 1,991 in 1934.

"ASCAP is interested in the requirements of its clients, which in turn mirror the wishes of the ultimate consumer, the public. And the public wants new music, proven by the fact that about eighty percent of the music used by radio is music hot from the composers' brain.

"ASCAP offers this new music, created by composers and authors of merit and repute through one central licensing agency, which delivers a service to the user of music for profit and serves as a collection and distribution agency for the just payment of royalties to the creators of music", Mr. Milss concluded.

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FTC RESTRICTS MIDGET RADIO MANUFACTURER'S CLAIMS

The Federal Trade Commission announces that Edward Ehrlich, trading as Fairway Distributing Company, 333 6th Avenue, New York City, in the sale of midget radio sets, agrees to cease using the word "Majestic" alone or with the words "Radio Corp." as a trade name or brand so as to imply that his products are manufactured by Grigsby-Grunow Company, an Illinois corporation, when such is not a fact. Ehrlich also will stop use of the word "Bell" independently or in conjunction with the word "International", as a designation for radio sets he sells so as to give the impression that such products are made by the American Telephone and Telegraph Company, its subsidiaries or associates, or the Western Electric Company, Inc., when this is untrue.

According to the stipulation, the name "Majestic" is now vested in Frank McKey, trustee in bankruptcy for the creditors of Grigsby-Grunow Company, and the name "Bell" and the representation of a bell as used are the legal property of the American Telephone and Telegraph Company, its subsidiaries or associates, and the Western Electric Company, Inc.

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PAUL KLUGH DRAFTED BY LANDON FORCES

When Paul B. Klugh, who put aside active duties with the Zenith Radio Corporation a year or so ago to devote himself to travel, arrived in Chicago last week, he found that John Hamilton, Chairman of the Republican National Committee, had appointed him National Chairman of the Radio and Music Division of the National Committee. Mr. Klugh, therefore, is now busily engaged in promoting the candidacy of Mr. Landon in these industries.

Earlier this year, Mr. and Mrs. Klugh left right after the holidays on a trip around the world. They did not go on any set tour, but from port to port as they felt inclined. It proved to be an ideal arrangement as it give them an opportunity to tour in many lands and see things that the average tourist does not see. Their route took them to Honolulu, Samoa, Fiji, New Zealand, Australia, Solomon Islands, Bali, Java, Malay Peninsula, China, Japan, Honolulu and home to Chicago, where they arrived the latter part of June. They spent the Summer in Yellowstone Park.

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Continuation of "BOAKE CARTER RAPS PRESS CONTROL OF RADIO"

"I believe that radio should support and maintain its own news gathering staffs and if the press associations and wire companies care to sell their services to the stations, so be it. Several press associations already do just that.

"I believe that every news program, every editorial news program, every feature news program on the air should be conducted by newspapermen utterly independent of political party or special privileged interest; that such programs should announce themselves and make it clear and distinct to every listener. Never at any time should camouflage be used in a dishonest effort to cover up, to deceive the public. If a political speaker is speaking it should be made most clear he speaks from a partisan background.

"If the political parties hire speakers to speak for them, then such programs should be clearly labeled - so that there may be no deception.

"And, finally, I do sincerely believe that there should be a burying of the hatchet between the press and the radio over the question of news - for the very sake of the preservation of the American principle of democracy."

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RADIOS IN TRACTORS APPROVED BY U. S. OFFICIAL

Noting that some manufacturers were offering rubber-tired farm tractors equipped with radios, Roy B. Gray, Chief of the Bureau of Agricultural Engineering, said it wasn't a bad idea.

"It's all part of the general tendency to take some of the drudgery out of farming", he commented.

"Of course", Mr. Gray said, "riding a tractor is a darned sight easier than walking behind a horse-drawn plow. But it's pretty hard sitting there all day in a dusty field. The radio breaks the monotony."

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INDEX TO ISSUE OF OCTOBER 9, 1936.

Economic Issue Leads In First Week's Hearing.....2

Crosley Gives Practical Side Of Super-Power Issue.....3

Craig Explains Position Of Clear Channel Group.....5

Radio Listed In G.O.P. $8,636,000 Budget.....6

Paley Fights Super-Power Advocates.....7

Television Pictures Enlarged By German Invention.....8

RMA Asks Removal Of Commercial Curb On S-W Stations.....9

Crosley Denies WLW Exercised Censorship.....10

Shepard Explains Attitude Of Regional Stations.....11

Mutual's September Billings Set Record.....12
RCA Protests Certification Of Union.....12

No. 970

ECONOMIC ISSUE LEADS IN FIRST WEEK'S HEARING

Economic issues had forged ahead of technical problems as the Federal Communications Commission concluded its first week of a public hearing on proposed reallocations in the broadcast band, 550-1600 kc.

Although the National Association of Regional Broadcast Stations, 81 members strong, had just begun the presentation of its case when the hearing adjourned Friday, it was apparent that the question of whether super-power stations, such as WLW, should be allowed to spring up over the country centers around whether or not such stations would ruin the investments of millions of dollars in local and regional outlets.

The array of engineering witnesses differed on the technical effects of opening up the remaining 30 clear channels to super-power stations, and it seemed likely that this problem could be solved more easily than the economic issue.

With suggestions of the establishment of megawatt outlets that would be capable of national coverage, regional and local stations were threatened with extinction by loss of revenue if not by blanketing of their transmissions.

A super-power station, it was pointed out, might even with high rates gobble up the national advertisers who now distribute their advertising expenditures among scattered regional and local stations.

The super-power threat also hovers over the networks, but to a lesser degree. William S. Paley, President of the Columbia Broadcasting System, flatly opposed the high power advocates as the CBS network includes many regional stations, but he warned that Columbia would not be found napping but would be prepared to demand super-power for its larger stations if the FCC decided in favor of greater power and fewer stations.

With the Clear Channel Group of 13 stations standing four-square against any further breakdown of clear channels and with the organized regional stations asking such a breakdown along with horizontal power increases to 5 KW, the FCC appeared headed for a compromise decision.

The question of big stations versus little stations is not new, as it was raised prior to the 1928 reallocation and from time to time since then. However, technical advancements in broadcasting, together with economic competition, have brought the fight to a climax that demands an adjustment by the Federal regulatory body.

Lined up on both sides are veterans in broadcasting such as Powel Crosley, Jr., of WLW, Cincinnati, and Edwin M. Craig, of WSM, Nashville, on the higher-power side and John Shepard, III, President of the Yankee Network, leading the regional group.

CBS has taken sides with the regional stations, but NBC has not yet expressed an official opinion on the question. The National Association of Broadcasters, because of the sharp differences of opinions among its own members, is remaining strictly neutral.

The Radio Manufacturers' Association, through Bond Geddes, Vice-President and General Manager, took sides with the Clear Channel Group. In a resolution the RMA recommended that the FCC retain clear channels as they now are and that minimum but no maximum power be fixed for these stations.

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CROSLEY GIVES PRACTICAL SIDE OF SUPER-POWER ISSUE

While most of the witnesses before the broadcast hearing of the Federal Communications Commission were talking of super-power from a theoretical or observational point-of-view, Powel Crosley, Jr., owner of the only 500 KW station in the United States - WLW, Cincinnati - gave the Commission first-hand observations of two years' operation.

Although explaining that he did not appear as the advocate of any theory of allocation, Mr. Crosley said:

"I believe that the high-powered station located on a clear channel frequency performs a definite and necessary function, and as a meritorious institution should be preserved and encouraged."

Discussing the history of his radio ventures since he first became interested in broadcasting in the early twenties while in the business of manufacturing phonographs, Mr. Crosley recalled:

"The first time I heard the term 'super-power' was back in 1922 just after we inaugurated our first 50-watt station with the call letters WLW. Another organization in Cincinnati, operating a 20-watt broadcasting station for some months, encouraged a radio club in Cincinnati, composed of prominent radio listeners to get together and make a protest about our 50-watt 'super-power' transmitter.

"A committee was appointed to investigate. I was invited to appear before the committee. I did so with a clothes

basket full of letters, many of them from such far away points as Troy, Ohio.

"The committee pondered the evidence weightly and a week later reported to the radio club its finding that even though we were using 50 watts we were evidently rendering a better service than we would be able to render with 20 watts as indicated by the favorable comments and congratulations upon our forward step as expressed in this mass of letters."

Two years' experimental operation of a 500-KW station, Mr. Crosley said, has proved that the super-power was beneficial to the public, that it does not create undue interference, and that it has proved as profitable an investment as its predecessor, the 50 KW station.

The investment cost of a 500 KW station, he said, is about $500,000 more than for a 50 KW outlet. Asked what he thought should be the controlling factor in approving super-power stations, Mr. Crosley said the prime question is whether the station was able to pay for the power increase.

"With the power of 500,000 watts", he said, "during the first three months of 1935 we received almost four times as many fan letters as we had received during the same period the preceding year operating with a power of 50 KW.

"By way of summary, I believe that the benefits to the public from our successive power increases have been threefold. First, many listeners received programs which, because of the type of receiving equipment used or because of distance, they never would have received otherwise; second, the reception for those who could hear the programs is vastly improved; and, third, we have been able by increased revenues to improve the programs themselves.

"We have endeavored to cover the "No Man's Land' lying between areas well served by local or regional broadcasting stations, to deliver, Winter or Summer, in spite of atmospheric or other forms of interference, satisfactory reception for the radio listener who cannot afford the more elaborate and costly receiving sets. That we have succeeded in doing this is evidenced by the recent engineering report of the Federal Communications Commission indicating the popularity of our station in rural districts."

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CRAIG EXPLAINS POSITION OF CLEAR CHANNEL GROUP

A plea that the Federal Communications Commission leave the present clear channels alone, raise the minimum power permitted on such frequencies from 5 to 50 KW, and remove the maximum power limitation, was made by Edwin W. Craig, of WSM, Nashville, Tenn., as chief spokesman for the Clear Channel Group of 13 stations, four of which are owned by newspapers.

After reciting at length the history of Federal regulation of broadcasting, Mr. Craig pointed out that most of the clear channel stations are pioneers in the industry.

There are two fundamental issues before the Federal Communications Commission, he said: "First, to what extent shall the Commission preserve and protect clear channels and, second, what shall be the minimum and maximum power on those channels."

Answering his own question as to how many frequencies should be allotted to clear channel classification, Mr. Craig said:

"Our group believes that the original number of forty, established in 1928, represented a sensible compromise between the conflicting objectives and the complicated factors that had to be considered. It regrets, for the sake of the future as well as the present interests of rural and remote listeners, that ten of them have been deteriorated into high-power regionals. It does not, however, advocate that these duplicated channels be restored to their virgin condition. We recognize that there may be practical obstacles to such a step.

"We do earnestly urge that the present actual number, thirty, be maintained inviolate and that they be kept clear not only within the confines of the United States but also, so far as possible, under existing and future international treaties and agreements they be kept clear throughout the continent of North America and the West Indies."

Discussing the second issue of increased power, Mr. Craig advocated a minimum power of 50 KW for every clear channel station but opposed raising this minimum to 500 KW as had been informally suggested. He said his group had no objection to the requests for increased power from the regional stations as well.

The reason why the Clear Channel Group does not favor a 500 KW minimum, Mr. Craig said, is that some cities and regions are able to support such super-power stations while others are not.

"What, now, are the reasons for urging that you remove the maximum limitation?" he asked.

"Thirteen years ago one kilowatt was the highest power permitted on a clear channel", he explained. "Now a clear channel station operating with such power is a museum piece. Generally speaking, in 1928 five kilowatts was the highest power used by any broadcast station; a clear channel station using such power now has all but become an extinct species.

"Now, when we are ready to advance forward another step, which after all is exactly the same order and the same proportionate effect as the leap from five to fifty kilowatts, why should there be any opposition?

"Part of the opposition is, I suppose, psychological. Five hundred thousand watts sounds like a lot of electricity. It is, however, the equivalent of only 675 horsepower, or less than one-third the power it takes to drive a new Douglas airplane."

The Clear Channel Group comprises, besides WSM, the following stations:

KFI, Los Angeles; WLW, Cincinnati; WGN, Chicago; WSB, Atlanta; WBAP, Fort Worth; WFAA, Dallas; WHAS, Louisville; WWL, New Orleans; WLS, Chicago; WHO, Des Moines; WHAM, Rochester, and WOAI, San Antonio.

All except WWL use 50 KW power at present, and the New Orleans station has an application for 50 KW. pending.

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RADIO LISTED IN G.O.P. $8,636,000 BUDGET

An item of $1,750,000 for public relations, including radio, is listed in a budget of the Republican National Committee disclosed this week in Washington by Henry P. Fletcher, counsel. The budget calls for total expenditures of $8,636,000.

Only $2,000,000 has been collected, however, and a drive has been started to raise $1,000,000 more every week until the November election.

The Democratic National Committee expects to spend about $5,000,000 for the campaign although it has raised only $2,000,000 to date. No breakdown of this budget has been disclosed.

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PALEY FIGHTS SUPER-POWER ADVOCATES

While the Columbia Broadcasting System can effectively use super-power and will apply for a full quota if the Federal Communications Commission admits it to broadcasting, William S. Paley, President of the network, told the Commission this week that wide use of super-power has dangerous implications for many independent and smaller broadcasters.

Because increases of transmitters to 500 kilowatts, if allowed at all, can be awarded only to stations now having the highest power, the effect will be "to make the big fellow still stronger, and the little fellow weaker", Mr. Paley said. The implications of super-power need further exhaustive study before altering the basic structure of broadcasting, he added.

"From the standpoint of the network", said Mr. Paley, "we believe that all three moves toward super-power, toward duplication and toward 5,000-watt regional stations, combine to force a new pattern of network coverage:- a pattern involving the use of fewer stations of greater power - with a stronger signal service in rural areas - with a satisfactory, if sometimes lesser signal service in cities where stations must be dropped from the network to maintain a balance of economics and of public service. We foresee no material effect upon our program service in such a network structure.

"Under the present broadcast structure $10,000,000 annually for talent alone is poured into sixteen hours a day of Columbia programs. Under the possible new structure I have outlined we believe this generous endowment would not be threatened. Our careful estimates of the cost of 500 KW stations indicate a probable burden of over $10,000,000 of capital investment by the broadcasters - with an additional operating cost of between $3,000,000 and $4,000,000 a year.

"The Columbia Broadcasting System stands ready to accept its share of the load if super-power is admitted as a full-fledged member of the broadcast family. If the Commission sees fit, in the light of all the evidence, to sanction it, Columbia will apply for its full quota. Three of our affiliate stations - WJR, Detroit, WHAS, Louisville, and KSL, Salt Lake City - have already applied. Certain of our other affiliate stations will apply. Six more of the clear channel stations on the Columbia network, six stations which we own ourselves, will similarly file applications for 500 KW in New York, Chicago, Charlotte, Minneapolis, St. Louis and Los Angeles."

Urging a realistic appraisal of the effect of super-power on radio-listening, Mr. Paley asked: "If we consider super-power not in terms of the stations which would benefit by it or the stations which would suffer by it, but in terms of the listening public, what do we find? We find that the difference

between 500 KW. and 50 KW. is clearly not the difference between good service and bad service. Even in deep rural areas it is rarely the difference between a usable and non-usable signal. Perhaps in one-half of one percent of the radio homes of the United States would super-power, as such, make the difference between an adequate and an inadequate signal.

"I should like to urge upon the Commission and the industry one basic consideration on the subject of super-power: Study it. I do not believe any of us know enough about the immediate effects and the subsequent effects of super-power, both in itself and in relation to the progress and welfare of radio broadcasting and radio listening. Many of the doubts I have raised have been, expressly, doubts. Many of them have been questions, not answers. We need those answers. I believe the Commission needs those answers before altering the basic structure of broadcasting."

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TELEVISION PICTURES ENLARGED BY GERMAN INVENTION

Television pictures on a screen 1 x 1.20 meters are said to be possible through a new invention of Telefunken Gesellschaft, Germany, according to Andrew W. Cruse, Chief of the Electrical Division, U. S. Bureau of Foreign and Domestic Commerce. Heretofore, limits to the possible size of the television tube have kept the dimensions of pictures to within 8 x 10 inches.

With the new instrument, the tube is very small. The end is absolutely flat instead of curved and is 10 mm. thick to withstand outside air pressure. The picture thrown on the end of this tube is only 5 x 6 cm., about 2 x 2½ inches. The end of the tube is fitted to a projection camera lense of large size and picture is thus enlarged and thrown upon a screen which stands separate from the receiver. The loudspeaker is located at the base of the screen.

In order to obtain a particularly clear, sharp and contrasting picture on the end of the tube the tension was stepped up to 20,000 volts. The advantage of this receiver is that the picture thrown upon the screen can be viewed by a large number of people sitting even 6 to 8 meters away. The disadvantage is that all the faults and flaws are likewise enlarged. However, the Witzleben transmitter, which has been broadcasting 120 lines, plans to increase this in August to 380 lines, and this will probably improve the sharpness of the pictures. During the Olympic Games, Germany employed a direct scanning method for its broadcasting instead of the intermediate film, but film will be used for all normal broadcasts at present.

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RMA ASKS REMOVAL OF COMMERCIAL CURB ON S-W STATIONS

Proposals that American short-wave broadcasting stations be permitted to operate on the same commercial basis as long-wave outlets and that the ban on rebroadcasting of short-wave stations be removed, were made by the Radio Manufacturers' Association at the broadcast hearing this week before the Federal Communications Commission.

The action was taken as a result of a decision reached at a recent meeting of the RMA Directors and is in line with the organization's policy of promoting short-wave reception.

Two resolutions were submitted to the FCC by Bond Geddes, Vice-President and General Manager of RMA. They follow in full:

"Whereas the Radio Manufacturers' Association is of the opinion that short wave broadcasting in this country is far behind that offered by foreign short wave stations, and that because of this situation many of our nationals residing in foreign countries, as well as citizens of other countries, are thus deprived of the opportunity of listening to the United States programs, and

"Whereas good short wave broadcasting would reach and serve many locationsin this country where, because of remoteness from regular broadcasting stations, bad static conditions, and other natural conditions, day time reception on the standard broadcast band is practically impossible and night time reception is poor, and

"Whereas the Radio Manufacturers' Association is of the opinion that the building of higher-powered, more efficient short wave broadcasting stations with better and more regular programs is being retarded, if not entirely stopped, because licenses for the operation of short wave stations in this country are on an experimental basis only, and commercial use and sale of the time of these stations is denied to their owners and operators,

"Therefore, be it resolved, that the Board of Directors of the Radio Manufacturers' Association recommend to the Federal Communications Commission that restrictions as to commercial use in the sale of time by the short wave stations of this country be eliminated, and that said short wave broadcasting stations be placed on the same commercial basis as the broadcasting stations on the standard broadcast band."

"Whereas under the present rules it is unlawful for any broadcast station to pick up a short wave program and rebroadcast it, and

"Whereas there are many low-powered, local stations serving communities, who because of their lack of power and consequent small coverage are unable to maintain and broadcast good programs, therefore, necessitating the use of phonograph records and in so. cases the pick up of programs of larger broadcast stations and their rebroadcast with the permission of the originating station, the latter is very successfully done where the broadcast station whose program is picked up is not too far remote, and where static and natural conditions do not interfere too greatly. In the latter case, if these stations were allowed to pick up good short wave programs from the larger stations with, of course, the permission of the originating station, these programs could be picked up at a greater distance and with greater clarity and less interference from static and other natural conditions.

"Therefore, be it resolved, that the Board of Directors of the Radio Manufacturers' Association recommend to the Federal Communications Commission that the restrictions regarding the pick up and rebroadcast of short wave programs be eliminated and be on the same basis as those regulations governing the pick up and rebroadcast of programs from stations broadcasting on the standard broadcasting band; such pick ups and rebroadcasting only to be done with the expressed permission of the originating station."

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CROSLEY DENIES WLW EXERCISED CENSORSHIP

Powel Crosley, Jr., President of Crosley Radio Corporation, of Cincinnati, denied before the Federal Communications Commission October 7th that WLW, the nation's most powerful station had "censored" political programs.

Obviously angered at suggestions by Commissioner George H. Payne that WLW had rejected requests for radio time from Dr. F. E. Townsend, founder of the Townsend Old-Age Pension Plan, and Representative William Lemke, Union Party presidential candidate, Mr. Crosley replied:

"We have never refused radio time, to my knowledge, to either Dr. Townsend or Representative Lemke. We have leaned over backward to avoid taking part in political or controversial matters."

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SHEPARD EXPLAINS ATTITUDE OF REGIONAL STATIONS

A proposal that all regional broadcasting stations be permitted to increase their power, day and night, to 5 KW and that more than one full-time station be allowed to operate on a clear channel was made to the Federal Communications Commission by John Shepard,III, as President of the National Association of Regional Broadcast Stations.

"The Association has 81 members located in 34 States and has one or more members on 35 different frequencies out of 40 frequencies assigned to regional stations", he explained.

"The Association is unanimously of the opinion that regional stations, both as a group and as individuals, would be adversely and most severely affected if stations should be authorized and regularly licensed to operate with 500 KW.

"The regional stations have their own peculiar problems and the interests of regional stations may conflict with the interests of some other class of stations or some other station within a class, and if such conflicts should arise the only way the facts can be fairly and fully presented on behalf of regional stations is through an organization or association made up of such stations. The National Association of Broadcasters, having a membership which is made up of every class of station, cannot, of course, afford to, and the regional stations would neither ask nor expect it to take sides with the interests of any other class of station presented by membership in the National Association of Broadcasters.

"Having determined what all of the stations' general interests were and attempting to condense these into as few definite proposals as possible, it was unanimously determined that the Association should sponsor and present evidence supporting changes in the rules of the Commission so that such rules as amended would permit the operation of regional broadcast stations with 5 KW power at night, as well as day, and so as to also permit the operation of more than one full-time station on a clear channel. It was also definitely determined as the governing policy of the Association that it should and therefore would sponsor these changes in Commission rules for general application to regional broadcast stations."

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MUTUAL'S SEPTEMBER BILLINGS SET RECORD

A 103.8% increase in time billings was reported this week for the Mutual Broadcasting System for last September in comparison with the same month's figures in 1935. This is the greatest increase in the history of the network. Total billings for September, 1936, were $168,919.65. For the same month in 1935 they were $82,907.19. The cumulative figures for the first nine months of 1936 total $1,294,904.02.

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RCA PROTESTS CERTIFICATION OF UNION

On behalf of the Radio Corporation of America, protests were made to the National Labor Relations Board this week against a recommendation that the United Electrical and Radio Workers' Union, an outside organization, be certified as the exclusive bargaining agency in the company's Camden plant.

Gen. Hugh S. Johnson, former NRA Administrator and Special Labor Adviser to the company during the strike which led to an agreement to hold an election, testified on behalf of the company, which was also represented by its attorney, Henry S. Drinker, Jr., of Philadelphia.

The discussion centered around the election in which 9,752 employees were eligible to vote and at which 3,163 votes were cast. Of the votes cast, 3,016 favored the United Electrical Union and 51 the plant or company union. Several other votes were blank, void or challenged.

General Johnson and Mr. Drinker maintained that the number of those who favored the outside union, while an overwhelming majority of those voting, was far from a majority of those eligible to vote.

The Board reserved decision on the company's appeal against the recommendation made by the Board's acting director in Philadelphia, who proposed that the United Radio and Electrical Workers' Union be regarded as the exclusive bargaining agency in the plant for all employees.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

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INDEX TO ISSUE OF OCTOBER 13, 1936

Regional Stations Bombard Clear Channel Group.....2

Radio Education Committee Makes Reports.....3
Continued Progress Of Radio In Sweden Reported.....3

Tax On Listeners Urged By Music School Head.....4

WGY Seeks Power Increase To 500 KW.....5
New Tube Seen As Boon To Television.....5

U. S. Has All Stations It Can Support, Says Lafount.....6
British Television Described In U. S. Market Report.....6

500 KW Station Would Cost $16,000 A Month, FCC Told.....7
Canada Blocks Plan To Transmit U. S. Programs.....7

FCC Explains Law Giving Browder Radio Rights.....8

"Who's Who" Lists Few Radio Notables.....9
Television Signals Exceed 25 Miles.....9

Industry Notes.....10

Can Zenith Keep Up The Pace? 11

Radio Manual Issued By Education Office.....12

No. 971

October 13, 1936

REGIONAL STATIONS BOMBARD CLEAR CHANNEL GROUP

Releasing a bombardment of technical data, the National Association of Regional Broadcast Stations early this week attacked the claims of the so-called Clear Channel Group and urged the Federal Communications Commission to reject the latter's plea for super-power.

Paul D. P. Spearman, a former counsel of the Federal Radio Commission, took the lead in submitting surveys, analyses, charts and the like to support his contention that (1) there is no necessity for the clear channel stations to employ 500 KW power, and (2) such super-power is economically unsound.

He asserted that the clear channel stations, most of which now use 50 KW power, now reach more than 90 percent of the country's population and that the increased expense of jumping to 500 KW is not worth reaching the other 10 percent.

Analyses of the coverage of both the Columbia Broadcasting System and the two networks of the National Broadcasting Company were given by Mr. Spearman to show that network programs are available to practically the entire country. He declared that the majority of programs carried on the clear channels are of network origin and that these high-power stations consequently duplicate the service of regional stations of less wattage.

Unless the clear channel stations can offer a distinctive and un-duplicated program service to the listeners of the country, he said, there is no necessity for them at all.

Dr. G. W. Pickard, also appearing for the Association, discussed the technical aspects of the regional station claims in more detail. He presented lantern slides to support his contention that there is much duplication of service by clear channel stations.

Answering the assertion of the clear channel stations that they want more power to serve rural listeners, Dr. Pickard said that not only would 500 KW not provide reliable daytime service for the wide open spaces but that even 5,000 kw. stations could not give such service.

Turning to the international problems he charged that operation of 500 KW stations in this country would create interference in South America, in portions of Europe, in Asia and Africa, and over large portions of the Pacific Ocean.

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RADIO EDUCATION COMMITTEE MAKES REPORTS

The Federal Radio Education Committee, of which Dr. John W. Studebaker, U. S. Commissioner of Education, is Chairman, has made public two reports by subcommittees designated to outline the procedure which the Committee as a whole should follow in its radio work.

The Technical Subcommittee, under the chairmanship of Dr. W. W. Charters, Director, Bureau of Educational Research, Ohio State University, recommended sixteen separate and distinct projects for research and investigation. Problems to be studied include: the possibilities of organizing a comprehensive system of listening groups on a national basis, the use of broadcasts by schools, teacher training courses in the use of radio programs for instructional purposes, the development of an experience and idea exchange, and the influence of radio upon children and adults.

The Subcommittee on Conflicts and Cooperation, headed by Dr. Arthur G. Crane, President, University of Wyoming, and Chairman, National Committee on Education by Radio, recommended three projects: (1) the discovery, analysis, and tabulation of important difficulties and conflicts which have in the past or are currently reducing or preventing effective educational broadcasts; (2) a survey to discover the difficulties and conflicts, the successful devices and policies affecting the efficiency of broadcasting to classes in schools; (3) a study of the basic forces and principles at work in American broadcasting which affect educational values.

These reports are subject to review by the Executive Committee. Just how much of the program can be financed has not been determined as yet.

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CONTINUED PROGRESS OF RADIO IN SWEDEN REPORTED

That radio has been making notable progress in Sweden is revealed in a report to the Commerce Department from the American Commercial Attache at Stockholm.

Official statistics show that the number of receiving set licenses issued has progressively increased since 1929, totaling 109,953 in 1935 as against 66,822 in the preceding year. The total number of licenses in effect at the beginning of the current year was 843,143, it was stated.

Domestic production of radio apparatus in Sweden has sharply advanced in the past three years.

Imports of radio apparatus and parts into Sweden during 1935 were valued at 13,472,132 crowns ($3,368,000) compared with 10,691,968 crowns ($2,780,000) in the preceding year. Netherlands, Germany, the United Kingdom and the United States in the order named were the most important suppliers of Swedish radio imports during the past year, statistics show.

Swedish imports of American receiving sets and parts have sharply advanced since 1933, the report shows, increasing from a total value in that year of 337,752 crowns ($74,300) to 1,542,716 crowns ($385,600) in 1935. The improved position of American apparatus, it is pointed out, is particularly attributed to the greater demand for American parts because of the expansion in the local sale of short-wave sets.

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TAX ON LISTENERS URGED BY MUSIC SCHOOL HEAD

A direct tax on radio sets for the subsidy of entertainers was proposed this week at Rochester, N. Y. before 250 members of the Society of Motion Picture Engineers by Howard H. Hanson, Director of the Eastman School of Music.

Dr. Hanson declared that the huge costs of presenting programs by such groups as symphony orchestras should be borne by the listeners. He cited that it is impossible to support the finest of artists on the basis of box-office receipts alone, and public subscription campaigns must be conducted.

"Viewed from our American way of doing things, this may seem right and proper", he added, "but the fact remains that it places organizations which are not commercial in their conception upon a definitely unstable economic basis.

"Music should not be foisted upon the American people. Those who listen to it should in all fairness pay for it.

"There is much to be said in favor of the European system of a direct tax upon radios, the returns from that tax to be used solely for the subsidy of those organizations which cannot exist without financial support."

Several of the engineers took issue with Dr. Hanson.

"The public most certainly does pay for its radio entertainment when it buys its groceries, its cars and other products manufactured by radio sponsors", was the consensus of their views.

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WGY SEEKS POWER INCREASE TO 500 KW

WGY, Schenectady, N. Y., last week filed an application with the Federal Communications Commission to increase its power from 50 to 500 kilowatts. Along with this petition the General Electric Company asked permission to remove the WGY transmitter station from the South Schenectady plot on the Mariaville Road to some other location yet to be determined.

In making these applications, C. H. Lang, Manager of Broadcasting for the Company, explained that the Company desires - as in the past - to keep pace with the radio art, that other stations have applied to increase their power to 500 kilowatts, and that if WGY is granted this ten-fold increase it might be necessary to relocate the transmitting station and antennae equipment.

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NEW TUBE SEEN AS BOON TO TELEVISION

A new vacuum tube of novel construction, expected to have "far reaching effects" in the development of television and other services on the ultra-high-frequency waves, was described last week at a meeting of the Institute of Radio Engineers in New York City by A. L. Samuel and N. E. Sowers of the Bell Telephone Laboratories.

The new device, as reported by the New York Times, is actually two tubes inside one glass bulb or envelope three inches in diameter and two inches long. It generates ten watts of radio power at a wave length of about one meter (300,000,000 cycles). The tube is expected to help solve the problem of how to obtain high stable power for commercial services on waves now relegated almost entirely to pioneers in experimental fields.

Bell Laboratories engineers said the principles of construction found necessary for ultra-high-frequency efficiency in this tube can be applied to larger radio tubes with corresponding gains in power output. No number or name has yet been assigned; it is merely known as a "push-pull radio-amplifier pentode." The two sets of elements inside the glass bulb include two plates, two grids, two filaments and the necessary extra circuits to make the tube a pentode (five-element) device. Each element assembly is a half-inch long. Two-assembly construction, it was explained, greatly decreases the length of all necessary connecting wires and makes for higher efficiency at the shorter waves. Revolutionary glass techniques are also employed.

The elements are semi-cylindrical in shape being separated from each other by only two to three thousandths of an inch, thus permitting the electrons emitted by the hot filament to leap the gap to the plate without an appreciable time lag. This is one of the cardinal principles invoked.

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U. S. HAS ALL STATIONS IT CAN SUPPORT, SAYS LAFOUNT

The United States has all the broadcasting stations it can possibly support, Harold A. Lafount, a former Federal Radio Commissioner, told the Federal Communications Commission at the broadcast band hearing. Although he declared he spoke in behalf of no one, his pleas was largely for the protection of the independent broadcaster. The networks, he said, can take care of themselves.

Mr. Lafount submitted five proposals to the FCC at the conclusion of a review of the broadcasting setup. They are:

1. That no new broadcasting stations be licensed.
2. That action on the applications for 500 KW permits be postponed until additional information is available.
3. That mileage separation requirements of the Commission be discontinued.
4. That all part-time stations be urged to consolidate, to move to new locations where there are no existing stations, or be given an opportunity to become full-time stations.
5. All broadcasting licenses be issued for a two-year period.

Discussing his first point, Mr. Lafount said:

"With an increased number of stations, advertising rates must be decreased. With decreased advertising rates, more time must be sold in order to operate the station. With more sponsored time on the air, public service and sustaining programs must of necessity be reduced in number."

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BRITISH TELEVISION DESCRIBED IN U. S. MARKET REPORT

A thorough review of the technical aspects of British television is presented in a radio markets supplement just issued by the U. S. Bureau of Foreign and Domestic Commerce and available at 25 cents a copy.

Andrew W. Cruse, Chief of the Electrical Division and author of the report, concludes with the observation:

"The general reaction has not been one of disappointment, but the average 'televiewer' appears to be well aware that it will be some time before he can have a television set."

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500 KW STATION WOULD COST $16,000 A MONTH, FCC TOLD

Operation of a 500 KW station costs about three times as much as a 5 KW station, or an estimated $16,630 a month, Louis G. Caldwell, attorney for the Clear Channel Group, told the Federal Communications Commission.

He said that a broadcaster at present operating a 50 KW station, which is the power used by all but two of the 13 clear channel group, would have to expend $310,000 initially to make the change in equipment.

Electrical current would cost $6,500, as compared with $1,600, for the 50 KW transmitter, he added, and the cost of tubes would jump from $900 to $4,000. Personnel of the lower-power outlet now averages $800; the increase would be only $200 for the super-power station. Miscellaneous expenses would rise from $200 to $440.

By adding depreciation charges of $2,000 and $4,630 to the maintenance costs of $3,500 for the 50 KW station, and $12,000 for the 500 KW outlet, Mr. Caldwell arrived at the total costs of $5,500 and $16,630 respectively.

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CANADA BLOCKS PLAN TO TRANSMIT U. S. PROGRAMS

A plan to transmit United States radio programs to Canada by remote control was blocked by the Canadian Radio Commission recently, an Examiner's report to the Federal Communications Commission disclosed this week.

The Ogdensburg Advance Co., Ogdensburg, N. Y., had filed an application for a permit to construct and maintain a studio at Ogdensburg at which programs would be produced and transmitted to Station CFLC, Prescott, Ontario, Canada.

The application was dismissed with prejudice upon the applicant's request, however, after the Canadian Radio Commission had entered a protest.

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An increase in power from 1 KW to 2½ KW daytime was recommended to the Federal Communications Commission this week for KSO, Des Moines, Ia., by Examiner Melver H. Dalberg.

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FCC EXPLAINS LAW GIVING BROWDER RADIO RIGHTS

John B. Reynolds, Secretary of the Federal Communications Commission has replied to the criticisms of organizations which have condemned the action of the Commission in investigating the refusal of Station WCAE, of Pittsburgh, to broadcast a speech by Earl Browder, Communist candidate for President.

Mr. Reynolds' letters, made public October 10th, pointed to those provisions of the Communications Act which set forth that where a station gives time to one candidate it must allow equal opportunity for others.

The letters were addressed to Mrs. Ralph M. Easley, Chairman of the Committee on National Defense Through Patriotic Education, Manhattan Chapter, National Society of the Daughters of the American Revolution, Rye, N. Y., and Archibald E. Stevenson, General Counsel of the National Civic Federation, New York City. That to Mrs. Easley follows, in part:

"In reply, your attention is invited to Section 315 of the Communications Act of 1934 providing among other things that if any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station and the Commission shall make rules and regulations to carry this provision into effect.

"Upon receipt of a complaint against Station WCAE filed by William Z. Foster, Chairman National Campgian Committee, Communist party, the Commission directed both the complainant and the station licensee to submit statements under oath setting forth all facts in order that the Commission might be fully informed in the matter for the purpose of performing its duty under Section 315 of the Communications Act of 1934.

"In your letter you state that other offenses are being committed, making particular reference to Section 6, Title 18, of the United States Criminal Code. Your courtesy in offering voluntary legal assistance is appreciated. This Commission, however, has no jurisdiction over the enforcement of the provisions of that section of the law. It is suggested, therefore, that you may wish to present full information concerning any evidence of violations of the United States Criminal Code to the United States District Attorney in the appropriate district who may prosecute delinquents for crimes and offenses cognizable under the authority of the United States."

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"WHO'S WHO" LISTS FEW RADIO NOTABLES

Further evidence that the radio industry is new and has not received its proper measure of recognition is the fact that so few of its leaders are listed in the 1936-1937 edition of "Who's Who in America" just off the press.

Aside from the biography of several members of the Federal Communications Commission, the work of only one Federal radio expert is apparently recognized. That is Dr. J. H. Dellinger, head of the Radio Research Section, Bureau of Standards.

An hour or more of searching through the latest edition of the book has revealed but ten sketches of radio industry leaders. By invitation they are written by the men themselves, and the data, therefore, is authentic. These include:

Gen. James G. Harbord, Chairman of the Radio Corporation of America; David Sarnoff, President of the Radio Corporation of America; William Paley, President of the Columbia Broadcasting System; Major Lenox Lohr, President of the National Broadcasting Company; Commander E. F. McDonald, Jr., President of Zenith Radio Corporation; Powel Crosley, Jr., President of Crosley Radio Company and WLW, Cincinnati; Atwater Kent, who recently retired from the radio manufacturing business; A. L. Ashby, Vice-President and General Attorney for the National Broadcasting Company; Thomas P. Littlepage, radio counselor and Oswald F. Schuette, Public Relations Counselor for the Radio Corporation of America.

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TELEVISION SIGNALS EXCEED 25 MILES

It had been previously estimated that television signals from the BBC station at the Alexandra Palace would provide satisfactory reception to owners of television receivers within a radius of approximately twenty-five miles from the transmitting aerials.

During the recent tests, however, it was found that signals were received in places as far distant as Birmingham, Nottingham, Bournemouth, and Felixstowe, the BBC reports.

"While it is as yet too early to say definitely whether such reception is only of a 'freak' nature, or whether it may become a regular practice, it is now felt that the original estimate of twenty-five miles was on the conservative side," it observes.

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INDUSTRY NOTES

French manufacturers are active in propaganda against American radio imports, according to the Radio Manufacturers' Association. The radio trade press of France, it is stated, contains attacks against American radio, charging that imports of radio parts from the U. S. have injured French manufacturers.

"Reduction of American import quotas under the reciprocal trade treaty with France is an apparent object of the French manufacturing interests and other French industries are also agitating for additional protective tariff action", the RMA statement said.

The RMA Export Committee, of which S. T. Thompson, of Long Island City, is Chairman, has called the matter to the attention of the State Department at Washington, to protect the American trade interests involved.

Sir John Reith, Director-General of the British Broadcasting Corporation, will pay his respects to the National Broadcasting Company, now celebrating its tenth anniversary, on Thursday, October 15th, from 6 to 6:30 P.M., E.S.T., over the NBC-Red Network from London, England. The special broadcast will also include the BBC Variety Orchestra and prominent English radio stars giving their impressions of an old English Music Hall.

Applications for exhibit booths in the first National Parts Trade Show to be held under the auspices of the Radio Manufacturers' Association and the Institute of Radio Engineers, at Chicago next Spring, soon will be forwarded to all manufacturers of radio parts, accessories and tubes, according to Bond Geddes, Executive Vice-President and General Manager of the RMA. The Stevens Hotel, Chicago, has been chosen for the National Parts Trade Show, which will be held either late in May or early in June and probably in conjunction with the thirteenth annual convention of the RMA and also Spring meetings of the IRE.

Announcement was made recently in Los Angeles by Donald Thornburgh, CBS Vice-President in charge of coast activities, of the appointment of John M. Dolph as Coast Sales Manager for the Columbia Broadcasting System. Mr. Dolph entered advertising at the close of the War as a partner in the W. S. Kirkpatrick Advertising Service in Portland, Oregon. Since then he has been head of his own agency in Los Angeles, and a New York and Philadelphia executive for N. W. Ayer & Son. His headquarters will be maintained in San Francisco.

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CAN ZENITH KEEP UP THE PACE?

This question is asked in "Commerce" official magazine of the Chicago Association of Commerce, which goes on:

"It is a question which diverts LaSalle Street month in and month out as the stock of the West's principal radio manufacturer continues to spiral upward.

"Zenith has been one of the sensations of LaSalle Street. It has multiplied its price by eight in the last year and has risen from under $5 to $39.50 (current at this writing). Literally hundreds of men in LaSalle Street offices watched it month on end with an order to 'buy on the backswing.' They had a rare opportunity to do so early in August when stop-loss orders and other factors gave Zenith one of its few set-backs.

"This department does not run a 'tip' service. It does not advise purchase of stock. Its conductor a year ago thought that the profit on a purchase at $5 and a sale at $7 a share was sufficient on Zenith.

"He and few others realized then and few know now that a new giant in the radio industry was in the making. The new giant was no youngster but it grew with such prodigious rapidity that even the men at the head of it could not quite see where it was going. It now ranks 2-3 in the American radio industry and is the biggest company in the world devoted exclusively to the production of the single product, receiving sets.

"Zenith's policy formerly was to advertise sets at $2,500. At that time its popular line sold around $280. When the depression arrived the necessity for a new policy was obvious. Throughout 1929 its sales sank lower and lower. For the year constituted by eight months in 1929 and four months in 1930 it fell from a million dollar profit to a $258,000 loss and its stock tumbled from $62.50 a share to $2 a share. In the early depression days the so-called wealthy were scratching for dimes while their securities and properties were sinking in value and there was nobody to buy Commander McDonald's deluxe radio receivers. Mr. McDonald and his associates realized that they could adapt the quality features and performance of their product to a moderate priced radio and quickly began effecting a change to reach the popular priced market. This took two or three years of hard work but was successful from the start and the company is now in its fourth year 'in the black.'

"The two big months of the Autumn season are October and November. When these are past Zenith will move out of the familiar old quarters at 3620 Iron Street and the beehive of surrounding buildings into which its production has splashed over. In December it will begin production in a West side plant in

which it will have 400,000 square feet, nearly all on one floor, with 150,000 square feet vacant adjacent to it for expansion. This is the former Majestic plant on Austin Avenue."

"Zenith is a speculative stock and has not paid a dividend since 1929. Control is held within the company's officers and there are about 5,000 stockholders outside. It is said in LaSalle Street that insiders were buying the stock all the way from $2 up and were still buying it at the price of $39.50, the figure when this review was written.

"The company has just paid $410,000 for its new plant and is setting aside $200,000 for the erection of a heating plant and moving its equipment in December, all out of earnings. The plant is conceded to be a bargain but just what effect the outlay will have on dividend policies in 1936 has not been made known. Before the depression, under the old policy, Zenith paid 50 cents quarterly with extras.

"The question 'Can Zenith keep up the pace' can be answered by the results of its Spring sales meeting - $4,200,000 in orders for immediate delivery against $1,200,000 a year ago - and by the fact that its 2,000 employees are working full time through August, one of the critical months. Zenith does not make sets unless it sells them. Zenith's outlook is to continue capacity production for some time and after its December move, to produce with a greater margin of profit than now.

"The half year for Zenith ends October 30. At that time holders of the stock hope for a statement predicting just how far the new young giant has gone as a money maker in 1936."

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RADIO MANUAL ISSUED BY EDUCATION OFFICE

A radio manual giving suggestions to school and non-professional groups for the production of radio programs has just been issued in mimeographed form by the Educational Radio Project of the U. S. Office of Education.

The Educational Radio Project has published also a "Glossary of Radio Terms", which will be invaluable to the beginner. A manual giving suggestions for organizing and administering radio production units will be forthcoming. These publications may be secured on request from the Educational Radio Project, U. S. Office of Education, Washington, D. C.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF OCTOBER 16, 1936.

U. S. Watches For Results Of Radio Peace Parley.....2

G.O.P. Promises Sensation In Radio Campaign.....4

No Sweeping Shakeup Seen As Hearing Nears End.....5
FTC O.K.'s Radio Plates In Disease Treatment.....5

Lohr Differs With Paley On Super-Power For Radio.....6

Mackay Wins Verdict In RCA Patent Suit.....7

New Canadian Radio Setup Begins Nov. 2.....8

WOL Shift To 1230 KC Reaffirmed.....10
Brazilian Paper Inaugurates Powerful Station At Rio.....10

McDonald Warns Dealers Against "Dumping".....11
WMCA Hires Two Roving Reporters.....11

Philco Ships Record Order For Christmas.....12
CBS To Build $1,000,000 West Coast Plant.....12

No. 972

U. S. WATCHES FOR RESULTS OF RADIO PEACE PARLEY

Will the League of Nations be any more successful in utilizing radio as an instrument of world peace than it has been with sanctions?

This is a question that American broadcasters and publishers are asking somewhat skeptically as they await results from the International Conference held in Geneva early this Fall.

The attempt to prevent by common agreement "broadcasting from being used in a manner prejudicial to good international understanding" is especially interesting to this country, although it was not a party to the parley, because of sporadic complaints that European countries are disseminating propaganda over their radio stations.

Such an activity would not disturb the Western hemisphere were it not for the growing popularity of short-wave reception whereby a listener almost anywhere in the United States can daily tune in on London, Paris, Berlin, Madrid, Rome, or other European capitals and hear news broadcasts and sometimes talks in English.

Early last Summer E. H. Harris, Chairman of the Publishers' National Radio Committee, in an address at Chicago declared that this country is threatened by a flow of foreign propaganda via short-waves.

"The fact that radio waves recognize no frontiers, no national boundary lines, makes it an international problem which is of great national significance to each country", he said.

"This situation offers a most serious problem for the preservation of peace in Europe, where most countries are close neighbors."

Americans have had a taste of this propaganda during the Spanish civil war. Besides hearing the biased loyalist reports from Station EAQ, Madrid, they have listened to more accurate, but still prejudiced, accounts of the conflict from Berlin, Paris, and Rome.

Some of the provisions of the agreement adopted at Geneva, as reported by World-Radio, BBC journal, are as follows:

"Article 1. The high contracting parties mutually undertake to prohibit and, if occasion arises, to stop without delay the broadcasting within their respective territories of any trans-

mission which to the detriment of good international understanding is of such a character as to incite the population of any territory to acts incompatible with the internal order or the security of a territory of a high contracting party.

"Article 2. The high contracting parties mutually undertake to ensure that transmissions from stations within their respective territories shall not constitute an incitement either to war against another high contracting party or to acts likely to lead thereto.

"Article 3. The high contracting parties mutually undertake to prohibit and, if occasion arises, to stop without delay within their respective territories any transmission likely to harm good international understanding by statements the incorrectness of which is or ought to be known to the persons responsible for the broadcast. They further mutually undertake to ensure that any transmission likely to harm good international understanding by incorrect statements shall be rectified at the earliest possible moment by the most effective means, even if the incorrectness has become apparent only after the broadcast has taken place.

"Article 4. The high contracting parties mutually undertake to ensure, especially in time of crisis, that stations within their respective territories shall broadcast information concerning international relations the accuracy of which shall have been verified - and that by all means within their power - by the persons responsible for broadcasting the information.

"Article 5. Each of the high contracting parties undertakes to place at the disposal of the other high contracting parties, should they so request, any information that, in his opinion, is of such a character as to facilitate the broadcasting, by the various broadcasting services, of items calculated to promote a better knowledge of the civilization and the conditions of life of his own country as well as of the essential features of the development of his relations with other peoples and of his contribution to the organization of peace.

The convention will come into force sixty days after the receipt by the Secretary-General of the League of the sixth ratification or accession.

The following countries signed the International Convention for the Use of Broadcasting in the Cause of Peace:

Great Britain and Northern Ireland, New Zealand, India, Albania, Austria, Brazil, Czechoslovakia, Denmark, France, Greece, Lithuania, Luxembourg, Holland, Roumania, Switzerland, Turkey, U.S.S.R. and Uruguay.

The Conference also adopted the following recommendations:

"With a view to facilitating the application of the provisions of Articles 1, 2 and 3 of the Convention, the Conference recommends the high contracting parties to take into account the influence that may be exercised on good international understanding by transmissions of such a character as to harm the interests or offend the national, political, religious, or social sentiment of other peoples.

"The Conference recommends that the high contracting parties, in taking measures to ensure that transmissions shall not be contrary to the provisions of the convention, shall show particular vigilance in regard to transmissions in a language other than the language or languages usually employed for the listeners of the country of transmission.

"The Conference recommends the high contracting parties to reserve in the programs broadcast in their respective territories, a place for transmissions of such a character as to promote a better knowledge of the civilization and the conditions of life of other peoples as well as of the essential features of the development of their mutual relations and their contribution to the organization of peace.

"The Conference recommends the high contracting parties to take concerted action in case of international tension for the purpose of exerting by appropriate broadcasts a common influence to lessen the tension and restore a peaceful atmosphere.

"The Conference recommends the high contracting parties, if occasion arises, to lend one another mutual support in detecting and abolishing clandestine transmitting stations.

"With a view to facilitating the application of the provision contained in Article 7 concerning the functions of the International Committee on Intellectual Cooperation, the Conference recommends that the latter constitute a small committee for the settlement of any dispute referred to it."

The Final Act was signed by Great Britain and Northern Ireland, New Zealand, India, Irish Free State, Albania, Austria, Brazil, Czechoslovakia, Denmark, Egypt, France, Greece, Hungary, Lithuania, Luxembourg, Holland, Norway, Roumania, Spain, Switzerland, Turkey, Uruguay, Yugoslavia, U.S.S.R.

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G.O.P. PROMISES SENSATION IN RADIO CAMPAIGN

The following telegram was received this week from Ben Pratt, of the G.O.P. publicity staff in Chicago:

"Startling innovation in radio campaigning will be heard over Columbia Broadcasting System network eight-thirty to nine p.m. E.S.T. Saturday, October 17th on program with Senator Arthur K. Vandenberg, Michigan. Suggest you advise news desk to have someone cover. Also suggest you tell editorial writers about this as it promises to be campaign bombshell."

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NO SWEEPING SHAKEUP SEEN AS HEARING NEARS END

There will be no great shakeup in the broadcast band nor any general reallocation as a result of the hearing now drawing to a close before the Broadcast Division of the Federal Communications Commission, it appeared as the inquiry concluded its second week. Practically all testimony has been against a shakeup.

Instead of a reallocation such as that brought about in 1928 by the Federal Radio Commission, the present Commission, it is believed, will effect policy changes that will have far-reaching effects on station operation, both technically and as a business. However, it will take months for the FCC to work these out.

While indications are that the regional broadcasting stations may be given a horizontal increase in power, it is doubtful that the FCC will approve an extensive establishment of super-power stations of 500,000 watts, such as WLW, Cincinnati.

It is believed that if any more such powerful transmitters are approved that they will be on an experimental basis. The Clear Channel Group, chief advocate of super-power, proposes that a minimum of 50 KW be fixed for clear channel stations with the maximum left to the discretion and financial ability of the broadcasters.

The super-power issue, together with the problem of whether the clear channels which are still exclusive are to remain so or whether they are to be broken down for the creation of more regional and local stations, are the knottiest before the FCC. The latter procedure has been urged by existing regional and local stations.

The hearing is expected to conclude next week.

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FTC O.K.'S RADIO PLATES IN DISEASE TREATMENT

The Federal Trade Commission has dismissed its complaint against W. Gordon Pervis, Tennille, Ga., who had been charged with unfair competition in the sale of so-called electric radio plates for the treatment of various diseases. According to the order of dismissal, the evidence adduced in the case did not sustain the allegations of the complaint.

Pervis' product is a device to be worn in the shoes and is represented by him as giving relief to persons suffering from high or low blood pressure, headaches, asthma, paralysis, kidney trouble, and other ailments.

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LOHR DIFFERS WITH PALEY ON SUPER-POWER FOR RADIO

The two major networks are divided on the major issue before the Federal Communications Commission, i.e., super-power, it developed on Wednesday of this week as Maj. Lenox Lohr, President of the National Broadcasting Company, made his first appearance before the FCC since he took office last January.

Adopting a view opposed to that set forth last week by William S. Paley, President of the Columbia Broadcasting System, Major Lohr went on record as favoring super-power, but by gradual steps, and the preservation of the clear channels.

Earlier Mr. Paley had told the FCC that while CBS would be ready to join in a race for super-power if the Commission decides in favor of the 500 KW sponsors for the present, it is opposed to such a trend on the ground that it would injure seriously the regional and local network outlets.

Major Lohr proposed that each application for 500 KW, of which there are now 14, be considered on its individual merits. NBC at present wants super-power only for WJZ, New York, he said.

Five definite recommendations were made to the FCC by Major Lohr. They are:

1. All broadcasting licenses be for the 3-year maximum permitted under the Radio Act.
2. Retention of the exclusive clear channels still in operation.
3. Removal of any maximum limit on the power of clear channel stations.
4. Increase of power to 5 KW for regional stations, day and night "whenever the engineering and economic factors warrant such use. Also higher power for local outlets on the same basis.
5. With respect to the differentiation in the maximum power for daytime and nighttime operation, Major Lohr said, "We see no objection if the expense of maintaining the added equipment over-balances the benefits to be derived from the greater power."

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Brazil's most powerful broadcasting station went on the air this Fall at Rio de Janeiro. With the call letters PRE8, it operates on 980 kc. with 22 KW power. The transmitting equipment, which is of Dutch manufacture (Philips), will eventually be replaced by the most up-to-date American equipment. A further increase in power also is planned.

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MACKAY WINS VERDICT IN RCA PATENT SUIT

U. S. District Judge Marcus B. Campbell of the Eastern District of New York on October 14th handed down a decision in favor of Mackay Radio and Telegraph Company in the patent suit brought by Radio Corporation of America against Mackay Radio and tried in January, 1936. The plaintiff alleged that the directive antennas employed by Mackay Radio infringed five R.C.A. antenna patents.

Judge Campbell's decision not only held that Mackay Radio antennas did not infringe any of the claims of the five R.C.A. patents but that Mackay Radio antennas were actually more efficient than any that could be constructed under the R.C.A. patents in suit.

Solicitor for Mackay Radio was S. E. Darby, Jr., and associated with him were former Judge Hugh M. Morris, Paul Kolisch and Roy C. Hopgood.

In closing, Judge Campbell's opinion stated:

"Defendant did not copy the antennas and instrumentalities of the patents in suit as contended by plaintiff, as all of the patents in suit, with the exception of the First Carter patent, issued subsequent to the erection of the defendant's antennas charged to infringe, and as I have found with respect to the First Carter patent defendant does not infringe.

"None of the patents in suit are pioneer patents, as contended by plaintiff, and the record does not show that they have been employed by any one; even the plaintiff's own commercial structures do not follow the teachings or employ the instrumentalities shown, described or claimed in any of the patents in suit, as I have interpreted the same. Therefore, the patents in suit are not entitled to a construction of any broader scope than is clearly required to be given.

"Plaintiff makes a point that defendant offered no proof that defendant's antennas were the result of independent investigation and development by defendant, but in view of defendant's contention as to the patents in suit such proof would not be expected; the fact is, however, that defendant's systems are radically different from the patents in suit, in structure, principle of operation and instrumentalities, and were designed and constructed to secure and did secure greater radiation, by reason of such difference, than could be obtained by the patents in suit.

"Plaintiff contends with reference to the Third Carter Patent in suit that the invention was of an antenna not a formula, but, even though that be so, the invention was of an antenna, the proper angle between the antenna wires constituting the legs of the V of which was to be determined by the formula supplied."

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NEW CANADIAN RADIO SETUP BEGINS NOV. 2

Effective November 2nd, the Canadian Radio Broadcasting Act, 1936, will become operative to bring governmental radio control under the Canadian Broadcasting Corporation, a body corporate headed by a board of nine honorary governors and a general manager as operating head. Major W. E. G. Murray, of the British Broadcasting Corporation, has been recommended by the Board of Governors to be General Manager of the Corporation.

The new legislation, as explained by Andrew W. Cruse, Chief of the Electrical Division, U. S. Bureau of Foreign and Domestic Commerce, charges the corporation to carry on national broadcasting in Canada and authorizes it to establish, maintain and operate stations, to acquire or make operating agreements with private stations, produce programs, and otherwise function as a governmental radio agency. The legislation envisages gradual extension of public ownership of radio in Canada and enlargement of coverage consistent with federal finances.

The principal difference between the Corporation and the Canadian Radio Broadcasting Commission which it will replace is that under the Commission authority to act in matters of policy and administration were combined in one body whereas in the Canadian Broadcasting Corporation the Board of Governors will deal with questions of policy and administrative matters will be conducted separately. The Corporation reports to Parliament through the Minister of Transport. Operations are financed by license fees for receiving and broadcasting sets and by Parliamentary appropriations. Further, the act provides that by order-in-council up to $500,000 may be borrowed from the Government for the extension or improvement of broadcasting facilities.

Prior to 1932 radio broadcasting in Canada corresponded to the development of the industry in the United States, except that limitations of market and population created a corresponding restriction on the amount of money available for programs and development of talent. Advertising time was sold by private commercial broadcasting stations which operated for profit under governmental license. In 1929 a Royal Commission of inquiry compared Canadian radio conditions with the situation in other countries and recommended that a national radio monopoly be operated as a Government-owned corporation with advertising eliminated from programs. Coverage was to be extended by the construction of high-powered stations at strategic points. Lack of finances prevented full implementation of the report but in legislation which established the Canadian Radio Commission in 1932 the principle of public ownership was affirmed. The Commission assumed control of broadcasting, established regulations, initiated programs and through owned or leased stations and operating agreements with private broadcasting stations, a broadcasting network was established.

In March 1934, a Parliamentary committee was appointed to inquire into operations of the Radio Commission and measure results of the legislation which created monopolistic broadcasting. The final report suggested "that, pending nationalization of all stations, greater cooperation should be established between privately-owned stations and the Commission", and that for the present the legislation which established the Commission be extended. The report of the second Parliamentary committee of inquiry, appointed in 1936, was the basis of legislation which established broadcasting under control of a government-owned corporation.

Although the nationalization of radio in Canada is in the transitionary stage, Government policy has consistently favored the operation of radio as a public utility and all private broadcasting licenses have been issued with the understanding that the State may take over the facilities and that no value attaches for good will. The Canadian Broadcasting Corporation will take over the network established by the Radio Commission which comprises 7 basic stations, namely, CRCV, Vancouver; CRCW, Windsor; CRCT (CRCX), Toronto; CRCO, Ottawa; CRCM, Montreal; CRCK, Quebec City; and CRCS, Chicoutimi, Quebec. Coverage of the network has been extended through agreements with 20 or more private commercial stations which carry the network program throughout the country. With other stations the use of network programs is optional, except that not more than one outlet in a single center is permitted.

Licenses for broadcasting are issued by the Department of Marine (one of the units to be merged in the new Department of Transport) after the application has been referred to the broadcasting agency for recommendation. The new radio law also specifies that the Minister of Marine will receive recommendations from the Broadcasting Corporation in connection with new private station licenses, change of channel, location or power. It has been recent policy to license small community stations in districts formerly without coverage.

Detailed regulations covering broadcasting, technical requirements of stations, station operation, programs, news service and advertising were issued by the Canadian Broadcasting Commission April 15, 1933. This regulatory authority will be taken over by the Broadcasting Corporation and in addition the 1936 radio statute itself contains regulatory provisions regarding chain broadcasting hook-ups and political broadcasts. Federal jurisdiction over radio communication was determined by a ruling of the Imperial Privy Council February 9, 1932.

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WOL SHIFT TO 1230 KC REAFFIRMED

Reaffirming its decision of last Summer, the Federal Communication Commission's Broadcast Division this week granted the application of WOL, Washington, for regional facilities with 1,000 watts power day and night. It is now a local operating on 1310 kc. with 100 watts, and with the authorized change will shift its frequency to 1230 kc.

The action reaffirms its grant of July 22nd which was protested by several stations on the ground that the usual protest period had not expired. As a consequence it set aside that grant, which it reaffirmed.

WOL also expects to move its studios from their present location in the Annapolis Hotel to new quarters in the 1600 block of K Street, N. W., where a new building is being erected.

There are pending a half-dozen applications before the FCC for new stations in Washington, all of which are on the hearing docket. Several of these ask for the facilities now occupied by WOL. Among these are applications of former Senator C. C. Dill, of Washington; Continental Radio Co., Scripps-Howard subsidiary, and William B. Dolph, manager of WOL and Radio Director of the Democratic National Committee.

The Washington Post is also seeking a radio outlet, while Hearst Radio, Inc., is still trying to acquire WMAL, a NBC affiliate.

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BRAZILIAN PAPER INAUGURATES POWERFUL STATION AT RIO

Brazil's most powerful radio broadcasting station was recently inaugurated in Rio de Janeiro by "A Noite", a daily newspaper, a report to the Commerce Department from Trade Commissioner J. Winsor Ives, states.

The new station is 22 kilowatt power, and operates on a frequency of 960 kilocycles (306 meters). The transmitting equipment which is of Dutch manufacture (Philips) will eventually be replaced by the most-up-to-date American equipment. It is the present intention of the owners of the station to later increase its power.

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McDONALD WARNS DEALERS AGAINST "DUMPING"

Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, Chicago, has written letters to 52,414 radio dealers over the United States warning them against an expected "dumping" of radio sets by rival manufacturers.

He contends there are three major evils which, if cured, will change the radio industry from "a crap game" to a major business. They are: (1) commercial bribery, (2) advertising abuses, and (3) overproduction.

The first two can be handled by the Fair Trade Practice Committee of the Radio Manufacturers' Association, he said, but the third, overproduction, is in the dealers' hands.

Without mentioning any rival manufacturer by trade name, Commander McDonald recalls that last Fall and Winter there was considerable "dumping" of radio equipment, i.e., the slashing of prices often under wholesale quotations in order to get rid of accumulated stock.

"Naturally this not only ruined the retail value of the dealers' stocks", he said, "but it raised hob with his time payment collections. Customers who saw the same set they owned sold for half or a third of what they agreed to pay - and within a few months of the time of their purchase - were naturally reluctant to complete payments and felt great resentment toward the innocent dealer who they thought had 'gypped' them when in reality the dealer himself was the sufferer."

Zenith, he added, does not over-produce and consequently does not engage in "dumping" at the end of the season.

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WMCA HIRES TWO ROVING REPORTERS

Two roving reporters have been added to the program staff of WMCA, key station for the Inter-City Broadcasting System, according to announcement by Donald Flamm, President of WMCA.

Frankie Basch, said to be the first sob sister in radio, and Martin Starr, well known motion picture trade paper writer, are the two reporters who will cover the feature news of the day for the Inter-City System.

The two reporters will be heard on WMCA at odd times during the day, even interrupting programs to come before the microphone either to bring a celebrity-of-the-moment to the ether,

or to report the facts gained in an interview with the chief character in a leading news story of the day.

It is believed that this marks the first regular employment of a "sob sister" by a radio station, and possibly the first employment of roving reporters to work for a station, rather than appearing for some commercial.

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PHILCO SHIPS RECORD ORDER FOR CHRISTMAS

An all time high record of shipments of radios was made by the Philco Radio & Television Corporation, of Philadelphia, recently to distributors and dealers in anticipation of Christmas business. The equivalent of twenty-eight freight carloads of radios was shipped to all parts of the United States and the world by railroad, trucks and ships. Over 11,000 workmen are now engaged by the makers of Philco radios in the factories located at Philadelphia, it was announced.

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CBS TO BUILD $1,000,000 WEST COAST PLANT

The Columbia Broadcasting System this week announced plans to erect elaborate Pacific Coast headquarters to serve its nationwide and regional networks.

The project includes a new radio center to be erected in Hollywood at an approximate cost of $1,000,000, according to Donald W. Thornburgh, Vice-President in charge of Pacific Coast operations. Plans also are under way to extend CBS facilities in San Francisco.

The new CBS radio center in Hollywood, he said, will include auditoriusm, studios and offices of Columbia's newly acquired 50000-watt radio station KNX, as well as the same for servicing the network. It will front on Sunset Boulevard, occupying the block between Gower and El Centro Streets.

Mr. Thornburgh said that plans would be completed in a month or two and that actual building operations would be undertaken at the start of the new year. It is expected that several building units will be completed by October, 1937.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

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INDEX TO ISSUE OF OCTOBER 20, 1936

Vandenberg Incident Presents New Problem To FCC.....2

NBC's September Sales 33% Over Last Year.....4

50 Millivolts Urged As Minimum For City Stations.....5

Book On Telecommunications Written By Herring, Gross.....6
Hearst Would Allocate Radio On Ability To Pay.....6

Communications Held Block To Radio.....7

Extensive Television Research Planned By Japan.....8
East Coast Stations Returned To Coast Guard.....8
CBS September Billings 69.2% Over Last Year.....8

Amateurs, S-W Sets Barred In Korea.....9
Paper And Rival Stations Effect Agreement.....9
U. S. Bureau Studies Radio High Frequencies.....9

NBC To Play Host To European Radio Officials.....11
CBS Defends Insurance Deal With James Roosevelt.....11

CBS Names Board To Honor "Ham" Operators.....12

No. 973

October 20, 1936

VANDENBERG INCIDENT PRESENTS NEW PROBLEM TO FCC

The attempt of Senator Arthur Vandenberg (R.), of Michigan, to use the recorded words of President Roosevelt in an imaginary interview over the Columbia Broadcasting System network last Saturday night has not only proved a sensation of the presidential campaign but has raised a new problem for the Federal Communications Commission.

Inclined at first to dismiss the incident as something to be decided by Columbia and the Republican National Committee, the FCC was compelled by the pressure of public interest, fanned by newspapers, to agree to an investigation. It is expected to discuss the matter at a regular meeting Wednesday, October 21st.

The crux of the issue appears to FCC officials to be whether CBS has the right to bar recorded programs on a political broadcast providing the sponsors comply with FCC rules requiring a previous announcement that a certain portion of the broadcast is produced by electrical transcription.

Under FCC rules, it was explained, Senator Vandenberg was conforming to the Commission's requirements providing he made it clear that President Roosevelt's words were reproduced by records. However, there is some doubt on this point not cleared up to this time.

After deciding whether FCC rules were adhered to, the Commission must determine whether the CBS policy of barring recorded speeches is in the public interest and may be invoked against political speakers.

This is the second time this year that the Columbia Broadcasting System has become embroiled in a political controversy. Last Spring it brought down the wrath of the red baiters upon its head by permitting Earl Browder, later to be named Communist candidate for President, to speak over its network.

Until the Vandenberg incident focused the attention of the nation upon the CBS policy, the FCC apparently had never questioned the right of the broadcaster to bar recorded addresses.

In fact, as Harry C. Butcher, Vice-President of CBS, in charge of WJSV, Washington, recalled, Anning S. Prall, Chairman of the Commission, was kept off the air within the past fortnight when he tried to have a recorded address broadcast from KTSA, San Antonio, Texas, after finding he was unable to fulfill an engagement.

Pointing out that Chairman Prall made no complaint, Mr. Butcher said:

"The fact that Columbia barred a recording by the Democratic Chairman of the FCC would hardly seem to support published inferences that our action in the case of Senator Vandenberg was dictated by fear of either the Democratic Administration or the FCC."

The Vandenberg stunt, which caught CBS officials unawares and led to general confusion in the broadcast was some stations tuned out the Michigan Senator, oddly enough was advertised in advance, though not in detail, by G.O.P. press agents.

An example of the press agentry, consisting of a telegram to the Heinl News Service from Ben Pratt, G.O.P. publicity man at Chicago, was carried in the Heinl News Service of October 16th.

The Republican National Committee could not have devised a stunt that would bring about more publicity while at the same time placing the Administration on the defensive.

The only Federal Communications Commissioner who would comment on the incident prior to the meeting scheduled for Wednesday was George Henry Payne (Republican) of New York, who some weeks ago publicly denounced the action of two Los Angeles stations who refused to carry President Roosevelt's "fireside chat" as a sustaining feature.

On the Monday following the broadcast he was quoted in the N. Y. Times as saying that Senator Vandenberg's stunt was unethical and disrespectful.

The Michigan Senator, while stating that the incident was closed, telegraphed a personal protest to Commissioner Payne, defying him to "identify a single disrespectful word, unless you call it disrespectful to prove a broken pledge."

As for ethics, he said, "I suggest that fair play cannot be more scrupulous in quoting a candidate for President than to use his own voice and his own words."

Commissioner Payne in an answer to Senator Vandenberg, after stating that the protest would be brought to the attention of the full FCC, said:

"When I stated that the broadcast was unethical, I was basing my opinion upon the reprint in the New York Herald-Tribune which fails to show that any endeavor was made to clarify what was going on in the studio until 400 to 500 words had been spoken. In view of your protest I am sending for an official transcription of the broadcast."

Although statements were issued right and left by leading Republicans and Democrats, the FCC issued only one statement prior to its meeting. It consisted of a mimeographed copy of a letter received by Commissioner Payne from his friend, Ralph Beaver Strassburger, publisher of the Norristown (Pa.) Times-Herald.

"As a member of the public in whose interest personally the radio is operated", he said in part, "I protest against the chicanery and deception bordering on fraud on which Senator Vandenberg's interview was based."

Mr. Strassburger stated that he was wiring the Commissioner because of his "vigorous attitude" in the WLW, Cincinnati, case and that of the two Los Angeles stations which barred the President's address.

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NBC'S SEPTEMBER SALES 33% OVER LAST YEAR

According to figures released by Publishers Information Bureau for "National Advertising Records", NBC's September, 1936, gross network time sales gave it the biggest September in its history and rang up the fifth largest monthly total ever accounted for by the National Broadcasting Company.

Total for the NBC Red Network in September, 1936, was $1,993,371; for the NBC Blue Network, $893,266; total - $2,886,637, or 33.4% higher than the corresponding month last year. September's total was 19.2% above August, 1936.

September, 1936, network time sales have been topped by only four other months in NBC's history; January, March and December, 1935, and March, 1936.

In September of last year, NBC weekday daytime revenue amounted to $313,653. In September, 1936, the figure rose to $767,028 - an increase of 144.5%. The first nine months of 1936 showed a weekday daytime revenue for NBC networks of $4,863,970, representing an increase of 23.6% over the same period last year.

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50 MILLIVOLTS URGED AS MINIMUM FOR CITY STATIONS

Fifty millivolts was proposed as the minimum signal of broadcasting stations in metropolitan areas by Charles W. Horn, noted radio engineer, as witness for the National Broadcasting Company at the broadcast band hearing before the Federal Communications Commission.

"In the more built-up sections and particularly the larger cities", he said, "we experience a considerable amount of so-called man-made static which is due to electrical devices. Most man-made static is due to either defective electrical equipment or such apparatus as the older style X-Ray machines which are inherently noise producing and which must be installed with proper shielding.

"Trackless trolleys, using the two-wire overhead system and equipped with pneumatic tires, present a problem that needs serious attention.

"In radio reception the governing factor is always the ratio of the strength of the desired signal as against the intensity of the interfering signal or static.

"Because antennas in metropolitan districts pick up a greater amount of electrical noise, it is necessary that the desired signal strength be greater in order to maintain the proper signal-to-noise ratio.

"However, in these areas an additional obstacle is encountered because of the shielding effects of steel structures which causes a reduction in the amount of radio signal energy which arrives at the average antenna. While there may be 10 millivolts of signal intensity in the atmosphere above such a city, the antenna may receive but a fraction of the energy because of such shielding.

"The only solution possible is a higher signal strength over such territories, and our observations and measurements indicate that in metropolitan areas the signal intensity must not be less than 50 millivolts in order to render acceptable service.

"Even with this signal strength there will be spots that will not obtain adequate service due to exceptionally deep shadows cast by steel structures, but these may be classed as extreme cases."

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BOOK ON TELECOMMUNICATIONS WRITTEN BY HERRING, GROSS

The economic and regulatory aspects of telecommunications are covered thoroughly in a book, "Telecommunications", just published by McGraw-Hill Book Co., Inc., New York ($5). The authors are Dr. James M. Herring, Assistant Professor at the Wharton School of Finance and Commerce University of Pennsylvania, and Gerald C. Gross, Chief of the International Section, Federal Communications Commission.

The book, containing 544 pages, first presents a factual background dealing with the development of the communication industries, the source of revenues, and the factors affecting costs, rate-making, and consolidation.

Then follows a description and analysis of Federal regulation of communications prior to 1934, a detailed analysis of the Communications Act of 1934, and a final summing up of what has been done and what has been left undone in the matter of regulation from the viewpoint of sound national policy.

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HEARST WOULD ALLOCATE RADIO ON ABILITY TO PAY

The ability of a community to support one or more broadcasting stations was proposed as the key to the allocation problem by a spokesman for Hearst Radio, Inc., at the broadcast hearing before the Federal Communications Commission.

E. J. Gough, Vice-President of the Hearst subsidiary which now operates ten radio stations, outlined a formula of sound business policy as the standard for station operation to be considered by the Commission along with the technical and financial ability of an applicant.

"When once it is established by careful economic analysis that a community possesses as many stations of proper class and kind as the community can reasonably be expected to support, then the potentiality of advertising of these stations should be safe-guarded by protection from unreasonable further increases in facilities and consequent ruinous competition."

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COMMUNICATIONS HELD BLOCK TO RADIO

The Communications Act of 1934 has prevented rather than aided the progress of radio, E. H. Harris, Chairman of the ANPA Radio Committee, told the Inland Press Association last week.

At the same time he read letters from small town publishers who reported successful operation of broadcasting stations.

"The uncertainty as to the extent of the powers delegated by Congress to this Commission under this Act and the fear of reprisals on the part of the Federal government have killed the initiative of telephone, telegraph and radio systems", he said.

He also charged that through the FCC "the mailed fist of the Federal government" has been held over telephone, telegraph and radio.

The question most frequently asked by newspaper publishers is whether it is advisable for newspapers in small communities to own and operate a radio station, Mr. Harris said. He then read from several letters from publishers who have installed stations.

An Inland member who set up a plant in 1930 said, in part: "During the early years we had plenty of grief and losses, but we made good use of the station in the usual way and tied our community more closely to the newspaper. Over the six years we have been able to make an excellent showing on the right side of the books. The sub-chains are coming into importance and State by State affiliations are being made. The larger chains are loaded with more business than they can handle and there is a sluff off to the smaller chains, and greater demand all the time for the use of transcriptions on spot stations. Finally, radio stations should be controlled by newspapers. They belong to them in that they can be better served that way."

Another publisher said: "Our broadcast experience has been quite satisfactory from every angle. We believed when we purchased and installed new equipment throughout that broadcasting was a natural for the newspaper. After six years' experience we are still of that opinion."

Other replies were in the same tenor.

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EXTENSIVE TELEVISION RESEARCH PLANNED BY JAPAN

Continued and exhaustive research in connection with the development of television is to be carried on in Japan by the Japan Broadcasting Corporation, a report to the Commerce Department from its Tokyo office states.

The television experiments will be directed by Dr. K. Takayanagi, of the Hamamatsu Engineering College who has been released from his duties at that institution following overtures by the Government, it was stated.

The actual work in connection with the television experiments will not start until next Spring when the new 200,000-yen ($60,000) laboratory is added to the radio research institute in Kinuta, a suburb of Tokyo.

The Japan Broadcasting Corporation, according to the report, is planning to make direct television views of the 1940 Olympic games to be held in Tokyo available to homes throughout Japan or at least within the limits of Greater Tokyo.

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EAST COAST STATIONS RETURNED TO COAST GUARD

An agreement has been reached between the Coast Guard and the Navy Department wherein the radio stations at Winthrop, Mass., New London, Conn., and New York City, experimentally transferred about two years ago to the Navy, were returned to the Coast Guard.

The agreement will bring the services closer together from a communications' viewpoint. Such subjects as Coast Guard liaison, naval district - Coast Guard division communication, more concentrated use of existing facilities, more efficient use of wire, radio and visual signals and closer connection between Coast Guard communication and the naval communication system were discussed.

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CBS SEPTEMBER BILLINGS 69.2% OVER LAST YEAR

Time sales on the Columbia Broadcasting System network for September, 1936, totalled $1,838,932, a gain of 69.2% over September, 1935. Cumulative total for the first nine months of 1936 is $15,550,070, 28.5% ahead of the same period last year.

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AMATEURS, S-W SETS BARRED IN KOREA

Short-wave receiving sets, amateur transmitting equipment, and radio advertising are barred in Chosen (Korea), according to the U. S. Department of Commerce.

Radio Broadcasting in Chosen is conducted solely by the Chosen Broadcasting Association, under special license from the Government General of Chosen, from which it receives an annual subsidy.

One central and two smaller stations are maintained. The central station at Keijo (Seoul), station JODK broadcasts in Japanese (309 meters) and Korean (710 meters). The programs are of a general nature and widely varied.

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PAPER AND RIVAL STATIONS EFFECT AGREEMENT

An unusual working agreement between the Tulsa Tribune and independently owned (and competing) radio stations KTUL and KVOO now has the Tribune on the air with 20 minutes of programs and a dozen spot announcements daily, and the programs of both stations in the Tribune as paid advertising, according to Editor & Publisher.

The radio stations, owned by Tulsa Broadcasting Co. (KTUL) and Southwest Sales Corp. (KVOO) are using between 30 and 40 inches of newspaper space daily for their programs.

Prior to the agreement, the Tribune had been printing the programs on Sunday as a news feature.

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U. S. BUREAU STUDIES RADIO HIGH FREQUENCIES

The U. S. Bureau of Standards has made a study to determine the characteristics of radio propagation at high frequencies, i.e., higher than the broadcast frequencies, Dr. J. H. Dellinger, Chief of the Radio Section, discloses in his annual report. This was done largely through continuous automatic recording of received intensities of distant high-frequency stations. In addition, some progress was made in correlating with such records the data resulting from the study of the ionosphere.

The intensities of two stations were recorded regularly and additional ones part of the time. One of the two regular was Station W1XK, Millis, Mass., 9570 kc., about 600 kilometers distant, operating about 18 hours per day; it was particularly desirable for the study of the critical frequencies of the F2 region and sporadic E. The second regular recorder was set up for the frequency 6060 kc., the time on which was shared by W8XAL, Mason, Ohio, and W3XAU, Philadelphia, Pa. Together the two stations operated about 18 hours per day.

"Upon studying the reports from many sources throughout the world, it was ascertained that the fadeouts occurred simultaneously on the side of the earth illuminated by the sun and not on the dark side", the report states. "The fadeouts which were very widespread, destroying all high-frequency communication throughout the illuminated hemisphere, had a tendency to occur in periods separated about 54 days. A number of these widespread general fadeouts were simultaneous with visible solar eruptions.

"A fadeout is characterized by abrupt disappearance of the radio field, becoming complete within a few seconds from the beginning. The zero field intensity may continue from a few minutes to two hours. The return to normal is usually gradual. Higher frequency stations return before those of lower frequency. Thus, the W8XAL transmissions on 6060 kc. always remained out for a longer period than the W1XK transmissions on 9570 kc., although the time of beginning was the same not only for these two transmissions but for all transmissions affected. Ionosphere measurements by the pulse method from 2500 kcs. up indicated the complete absence of reflections from the ionosphere during a fadeout. When reflections returned, those at the higher frequencies were returned first."

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The belief in the Hebrides Islands that seals will croon to the accompaniment of a harp has inspired a plan to broadcast seal music at Glasgow, Scotland.

Andrew Stewart, a radio official, said seals crooned in a recognizable harmony when some friends sang while passing them in a boat.

"I then cautiously approached within earshot of some seals near Argyll and crooned a simple lilt", Mr. Stewart continued. "The seals responded with a low chorus which distinctly followed the rhythm of my song. Their note is something similar to that of a clarinet."

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NBC TO PLAY HOST TO EUROPEAN RADIO OFFICIALS

The largest and most distinguished group of European radio officials ever to visit the United States, including a member of the French Cabinet and high representatives of almost every major country, will arrive in New York early in November to study American broadcasting methods and facilities, according to an announcement from the International Broadcasting Union, with offices in Geneva, Switzerland.

Heading the group of noted foreigners will be French Minister of Communications, Robert Jardillier, and Maurice Rambert, President of the I.B.U. M. Rambert, one of the world's earliest radio pioneers, is known to broadcasting officials throughout the globe.

On arrival in New York, the party will be greeted by Maj. Lenox R. Lohr, President of the National Broadcasting Company, and Max Jordan and Fred Bate, NBC European representatives. Major Lohr issued the invitation to the I.B.U. on behalf of American broadcasting, and both Mr. Jordan and Bate will be in New York to serve as joint host with Major Lohr during the party's visit.

The first members of the delegation, which will number about 25, will arrive from Sweden on the "S.S. Gripsholm" on October 25, with the party to be completed when the "S.S. Europa" docks on November 5. M. Jardillier and President Rambert will arrive on the "S.S. Champlain" on November 4.

The visit of the foreign officials will last for two weeks, during which time the group is expected to inspect radio facilities in New York, Washington, Chicago, Buffalo and possibly other cities.

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CBS DEFENDS INSURANCE DEAL WITH JAMES ROOSEVELT

The Columbia Broadcasting System said October 19th in reply to a telegram from Senator Daniel O. Hastings, Delaware Republican, that it had purchased insurance for its employees from James Roosevelt, son of the President.

Senator Hastings had telegraphed to Edward Klauber, Executive Vice-President of Columbia, asking him if it were true that young Roosevelt sold insurance to the broadcasting company. Mr. Klauber replied:

"Two years ago the Columbia Broadcasting System decided to take out group insurance. * * * This business was placed with the Travelers Life Insurance Company and was solicited by that

company as well as through their accredited agents, Roosevelt and Sargent. The plan, jointly submitted by these men, appealed to us as more satisfactory than any other proposition we received. James Roosevelt participated in this solicitation. * * *

"We must point out to you that sons of the President of the United States are entitled to engage in private business as well as any other private citizens. * * *"

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CBS NAMES BOARD TO HONOR "HAM" OPERATORS

Five noted men are to serve on a Board of Award which has been formed to select each year the individual who, through amateur radio, has contributed most to the American people, either in research, technical development or operating achievement, according to announcement by William S. Paley, President of the Columbia Broadcasting System.

The members of the Board are Rear Admiral Cary T. Grayson, Chairman of the American Red Cross; C. P. Edwards, Director of Radio for the Canadian Department of Marine; Anning S. Prall, Chairman of the Federal Communications Commission; J. H. Dellinger, Chief of the Radio Section of the United States Department of Commerce's National Bureau of Standards, and A. E. Kennelly, Professor Emeritus of Electrical Engineering at Harvard University.

All members of the Board are experienced authorities on amateur radio activities and their recommendations will be followed by Columbia in presenting an annual award of merit to the nation's most outstanding amateur operator.

Columbia's decision to pay tribute to outstanding amateurs was announced on September 6, at the National Amateur Radio Show held in conjunction with the American Radio Relay League's Central Division Convention at Chicago.

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Paul B. Klugh, formerly of the Zenith Radio Corporation, as National Chairman of the Radio and Music Division of the Republican National Committee, has just sent out pamphlets entitled "A Non-Partisan Appeal to Business Men."

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INDEX TO ISSUE OF OCTOBER 23, 1936

FCC To Act Slowly On Problems Raised At Hearing.....2

FCC Refers "Vandenberg Incident" To Broadcast Division.....5

Denmark Still Claims Most Radios Per Capita.....6

FCC Bar Group Now Numbers 129.....7
Moscow Planning "Television Centre".....7

Payne Drops Inquiry Into "Vandenberg Incident".....8

"Brooklyn Cases" Hearing Postponed Until January.....9
Total Political Broadcasts Cost $2,000,000.....9

Withdrawal Of CP Urged Upon Failure To Utilize It.....10

W-B And ASCAP Reported In New Scrap.....11
Eugene Meyer Seeks "High Fidelity" Station In D. C.....11

Industry Notes.....12
Montreal Police Test Exclusive S-W Sets.....12

No. 974

FCC TO ACT SLOWLY ON PROBLEMS RAISED AT HEARING

The Federal Communications Commission, faced with numerous acute problems with regard to allocation of broadcast frequencies and station power, is expected to take some time in digesting the evidence presented at the hearing just closed before ordering any changes in policy.

The hearing on all problems relating to the broadcast band ended on Wednesday, October 21, after two weeks of testimony and argument. While there were numerous instances of conflicting purposes, the major clash was between the Clear Channel Group of stations, which wanted the clear channel status quo preserved and super-power, and the National Association of Regional Broadcast Stations, which wanted to break down the clear channels, prevent establishment of super-power stations, and higher power for themselves.

Although no great reallocation of frequencies is expected or any withdrawal of restrictions against super-power, the FCC is expected to adopt new policies affecting not only the technical but the economic phases of broadcasting as well.

It is doubtful that the Commission will grant the request of the Clear Channel Group for the establishment of a 50 KW minimum and no maximum power for clear channel stations, but it is believed that a few more experimental 500 KW stations, like WLW, Cincinnati, may be authorized.

On the other hand, the FCC is not expected to break down the remaining clear channels for the establishment of more regional stations.

Whatever policy evolves from the hearing, it is believed, will be a compromise between the wants of the regional and the clear channel stations.

The Commission is on surer ground, however, than was its predecessor, the Federal Radio Commission, when it ordered a general reallocation of broadcasting frequencies in 1928. Then the Commission's plan was based almost entirely on theory; today the FCC has the benefits of actual evidence of operation under varying conditions and so consequently can base its findings upon practical experience.

Observers believe also that the Commission's new policies may take into account the varying conditions of different geographical sections of the country.

Up to this time Commission technical regulations have been uniform, but engineers pointed out that broadcasting is affected by atmospheric conditions, the topography of the surrounding territory, the presence of city skyscrapers, the presence of a large body of water, and other physical objects. Thus, a stronger signal may be necessary for a station situated in the center of a metropolitan area than for a transmitter serving a rural territory. A directional antenna may be essential for a station located on one of the coasts to prevent the waste of radiating energy.

As the Clear Channel Group of stations preceded the regional and local broadcasters, its representatives were given an opportunity to present rebuttal testimony and argument.

Louis G. Caldwell, attorney for the group, offered reports of actual operation of clear channel stations by States and answered many of the arguments made by Dr. G. W. Pickard, engineer for the regional stations.

"I urge you not to let the wealth of information contained in rural listener comments go without study and analyses", he said. "We are inclined to believe that these comments are a much more trustworthy indication of the merits and defects of our present broadcasting service to rural communities than all of the statistics, graphs, and charts that an expert economist can devise."

Swager Sherley, also speaking for the Clear Channel Group, argued that public interest demands that power be not wasted and that "necessarily its proper use is a national one."

He said that the constant use of the term "superpower" is a bugaboo to frighten the public. This much power, he said, is used to light the front of a New York theatre every night or to operate the presses of a metropolitan daily newspaper.

"In testing public interest", he said, "by the greatest good to the greatest number, the greatest number should not be emphasized at the expense of the greatest good.

"In both city and country the listener does not enjoy reception as knowledge of the art now renders possible. In both city and country increased power will not only improve reception of those who now enjoy it but will give reception to many now without it."

He pointed out that the Clear Channel Group does not wish to disparage the service of any other class of stations and has, in fact, approved the request increase to 5 KW power for all regional outlets.

John V. L. Hogan, President of the Interstate Broadcasting Co., New York City, who aided the Department of Commerce in making the original broadcast allocations and later advised the Federal Radio Commission regarding the reallocation of 1928, submitted seven recommendations. They are that the FCC:

1. Retain the experimental privileges and requirements as to stations in the 1510-1600 kc section of the broadcast band.
2. Immediately open the 1510 and 1590 kilocycle channels for stations of a maximum power of ten kilowatts.
3. Immediately change the power limitation for stations on the 1530, 1550 and 1570 kc. channels from 1 KW to 10 KW.
4. Study the advisability of opening the 150 and 1580 kc channels to a limited number of stations, possibly using directive antennas, at a later date
5. Consider the advisability of opening the 1540 and 1560 kc channels at a still later date.
6. Immediately open the 1600 kc channel for similar stations, or, in your judgment of listeners' requirements, to a number of local stations of 100 to 250 watts power.
7. Encourage the study of the sky wave coverage that has been demonstrated to be useful on these high frequency channels.

Edward N. Nockels, Secretary of the Chicago Federation of Labor and General Manager of WCFL, Chicago, presented a three-point program to the Commission.

He urged, first, a reallocation of broadcast frequencies and a revision of regulations "calculated to make sure radio broadcasting is to be on the basis of the greatest good for the greatest number."

Second, he proposed that all stations be limited to 10 KW power, making them all virtually local outlets and "with only one station in any locality assigned to any one owner or controlling interest".

As an alternative, he proposed that the Federal Government "Take over and operate all radio stations in the United States".

"Labor hopes and trust that the last-named alternative will not be forced upon us", he said, "but we are heartily and thoroughly in favor of complete government control and operation in preference to complete control and operation by trusts, press, magazine, radio networks, and their closely allied interests."

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FCC REFERS "VANDENBERG INCIDENT" TO BROADCAST DIVISION

The Federal Communications Commission on Wednesday of this week neatly passed the buck in the Vandenberg incident to its own Broadcast Division. Although Commissioner George Henry Payne sought to bring up the matter, his colleagues, made up of Republicans and Democrats, preferred to let the smaller group decide what, if anything, should be done.

Observers predicted that the Broadcasting Division, of which Judge E. O. Sykes is Chairman, will follow the usual custom of ordering an investigation by its Legal Division so that by the time any conclusion is reached the protests will have died down and the election may well be over.

Senator Vandenberg, in an address at Wilmington, Del., on Tuesday night predicted that his stunt of using recorded words of rival candidates will "become standard practice in years to come".

"I can understand", he said, "the nervous perturbation of a radio station which must answer for its life to Washington bureaucracy every six months in the presence of a sudden decision such as had to be made last Saturday night, and I do not complain.

"But I cannot understand a radio commissioner in Washington who hastens to condemn my broadcast without ever having heard a word of it, while at the same time his Commission orders all radio stations to carry the voice of the Communist candidate for President of the United States."

Admitting that frequently it is the course of wisdom for public servants to change their minds, he insisted that it would be an affront to free speech to pretend that the record of their utterances was not public property.

"This applies to Presidents in their capacities as candidates for re-election just as much as to any other officials", he said. "Indeed, the importance of the accounting increases with the importance of the office. Personally, I am frank to say I should expect Mr. Roosevelt himself to agree with this statement. Only a confirmed and confessed autocrat could disagree."

Attacking "efforts to restrain or to interfere with a presentation of what I believe to be the facts", Senator Vandenberg said:

"We invoked a new technique. New technique certainly is not unprecedented these days. Instead of quoting second-hand statements made by the Democratic nominee for President four years ago, we faithfully presented his exact words in his own voice precisely as he spoke them at the time.

"We did it from transcriptions made at the time. We were careful to lift nothing from his context which could alter the meaning. If it was shocking to anybody, the shock must have resulted from the dramatic emphasis thus put upon the enormous gap between promise and performance.

"The broadcast was interrupted because of alleged violation of radio rules against the use of transcription. We were competently advised in advance that there was no such violation. But that is a technical question which does not concern us at the moment. The larger question is whether there should be a rule in free America which could be construed against the faithful presentation of the first hand truth to the American people.

Out of political anxiety Roosevelt partisans misrepresented the broadcast and "south to steer its realities into a foggy detour", he said, adding: "However, I cannot understand the logic of those who condemned the broadcast as deceitful on the theory that some one might be misled into thinking Mr. Roosevelt was present in person, when we specifically said he was not and scrupulously explained precisely what was going on.

"I am a devotee of fair play in politics. I agree with the broadcast ruling that no one should be permitted to simulate Mr. Roosevelt's voice. That would be deceit. But I submit that his own voice is the best evidence all around of what he said and how he said it. His radio voice is famous and persuasive. If his opponents welcome it in this campaign, his friends should be the last to complain that it is heard too much."

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DENMARK STILL CLAIMS MOST RADIOS PER CAPITA

The little country of Denmark, with 3,600,000 inhabitants, still claims to have the largest number of radio receiving sets per capita in the world, according to the U. S. Department of Commerce, although its claim is decidedly open to challenge by the United States.

Denmark bases its claim on the count of one radio to every 5.7 inhabitants, but the latest U. S. count disclosed 22,869,000 radio-equipped families or 73.7 percent of the total families in the country.

As the estimated population of this country is 127,519,000, a division of the number of families would show a set for every 5.5 plus persons. However, many families have more than one set, and it is believed that were the extra sets taken into the census, the U. S. would jump far ahead of Denmark even on a per capita basis.

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FCC BAR GROUP NOW NUMBERS 129

The Federal Communications Commission Bar Association, composed of radio attorneys from all parts of the country, last week reached a membership mark of 129.

Proposed barely four months ago by Louis G. Caldwell, spokesman for clear-channel stations, the F.C.C.B.A. now boasts a roll-call which includes leaders in the field of radio law.

The only woman member is Mabel Walker Willebrandt, former Assistant U. S. Attorney General.

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MOSCOW PLANNING "TELEVISION CENTRE"

The Radio Centre, Moscow, sends in the following report on television in the Soviet Union:

"Television on 1200 elements has become a mass hobby in the Soviet Union. Television fans in many of its towns and villages of the Soviet Union, pick up the television programs broadcast by the stations. The numbers of amateur television fans who have built their own sets are growing.

"In the near future a special 'Television Centre' is to be built in Moscow. The centre is to be equipped in the last word of television technique and will be able to be broadcast with high quality programs on ultra short waves on 160000 elements (343 lines).

"Two ultra short-wave transmitters of 7.5 kilowatt capacity each are to be constructed within one of the buildings of the 'Centre'. One of the transmitters will broadcast the vision, the other the sound. The broadcast will be emitted on 6 meters.

"The position of the antenna (aerial) and its height (150 meters) will ensure good reception with a radius of 50-60 kilometers.

"In the second building of the 'Centre' there will be a a studio with an area of 320 square meters. The television broadcasts will take place from this second building.

"The designing and building of the 'Centre' in Moscow is to be carried out by the All Union State Trust 'Radiostroy'."

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PAYNE DROPS INQUIRY INTO "VANDENBERG INCIDENT"

George Henry Payne, the only member of the Federal Communications Commission who had anything to say publicly about the "Vandenberg Incident", on Thursday announced through his secretary, that he had dropped the matter.

Commissioner Payne, who, though a Republican, has several times come to the defense of President Roosevelt, had charged Senator Vandenberg with unethical conduct following the Saturday night stunt broadcast.

Upon being asked for an explanation of his action in turning over to the FCC copies of telegrams he had received relative to the broadcast, Commissioner Payne said:

"To make clear my position in this matter, I should like to say that at no time did I ever think that the Commission had any power, punitive or otherwise, over the person who broadcasts. Our power comes simply through the fact that we grant the license to the station.

"We are duty bound to see that the station is operated in the public interest, Our authority is restricted to the licensee. However, the Communications Act says 'no person within the jurisdiction of the United States shall utter any obscene, indecent or profane language by means of radio communication', a provision which is not involved in this case.

"The Communications Act emphasizes that the Commission has no right of censorship over programs and that act outlines specifically how broadcast stations must handle political broadcasts.

"From published reports I was led to believe the rule of the Commission regarding the use of phonograph records had been overlooked.

"The Commission's Rule 176, amended, provides, among other things, as follows:

"'Each broadcast program consisting of a mechanical reproduction, or a series of mechanical reproductions, shall be announced in the manner and to the extent set out below:

"'1. A mechanical reproduction, or a series thereof, of longer duration than fifteen minutes, shall be identified by appropriate announcement at the beginning of the program, at each fifteen minute interval, and at the conclusion of the program;* * *

"'2. A mechanical reproduction, or a series thereof, of a longer duration than five minutes and not in excess of fifteen

minutes, shall be identified by an appropriate announcement at the beginning and end of the program;

"'5. The exact form of the identifying announcement is not prescribed but the language shall be clear and in terms commonly used and understood by the listening public. The use of the applicable identifying words such as "a record", "a recording", "a recorded program", "a mechanical reproduction", "a transcription", "an electrical transcription", will be considered sufficient to meet the requirements hereof. The identifying words shall accurately describe the type of mechanical reproduction used, i.e., where a transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where a phonograph record is used, it shall be announced as a "record" or a "recording",'"

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"BROOKLYN CASES" HEARING POSTPONED UNTIL JANUARY

The Federal Communications Commission this week again postponed a scheduled hearing on the so-called "Brooklyn cases", this time upon petition. The hearing, which had been set for October 26th, was deferred until January 14, 1937. Commissioner Irvin Stewart dissented.

The "Brooklyn cases", which involve WARD, WBBC, WLTH, WVFW, and the Brooklyn Daily Eagle, have been before the Commission for several years. The FCC last Winter ordered three of the stations deleted only later to retract its order.

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TOTAL POLITICAL BROADCASTS COST $2,000,000

A bill of about $800,000 will be presented to the various political parties by the National Broadcasting Company for time on the air during the 1936 campaign, the New York Times said Friday. It added: "In radio circles it is believed the total expenditure for political broadcasts throughout the nation this year will exceed $2,000,000."

Up to October 17, the Republican National Committee spent $265,000 for broadcasting over the WEAF and WJZ networks, according to the NBC statisticians. The Democratic National Committee, up to the same date, spent $165,000 and the Communists $20,000. In addition $75,000 has been spent by all parties to date for local and State broadcasts.

With less than two weeks of the campaign remaining, the radio listeners are to be "bombarded" with a political barrage, according to the number of political speeches scheduled on the books of the NBC.

From now until election the Republicans have contracted for more than $90,000 worth of radio facilities through NBC outlets; the Democrats $65,000; Communists, $15,000; Socialists, $7,000, and the Union Party $9,000.

For local broadcasts an additional $15,000 worth of time has been booked. It is expected that at least another $50,000 may be added for rallies now being planned but as yet not definitely booked for broadcasting.

Inquiry at the Columbia Broadcasting System for the amount netted from politics since the campaign opened did not yield information.

"We are not at liberty to disclose such figures", said a representative of the Columbia System. "It is up to the national committees to release that information. As far as we are concerned, we, of course, have the figures and have no reason to keep them secret, but it is their business to report on these expenditures."

The campaign costs over the Mutual Broadcasting System will not be released until after election day, according to a representative of WOR, the New York outlet for the hookup.

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WITHDRAWAL OF CP URGED UPON FAILURE TO UTILIZE IT

Cancellation of a construction permit to erect a broadcasting station in Newport, R. I., for operation on 1200 kc., with 100 and 250 watts powers, unlimited time, was recommended this week to the Federal Communications by Examiner R. H. Hyde. The holder of the permit is S. George Webb, who had asked for a second extension of time to build the station, but the Examiner found that he "did not complete or perform any part of the construction authorized in the permit issued to him June 4, 1935, and later modified under date of August 20, 1935."

Examiner Hyde recommended that Station WTHT, operated by the Hartford (Conn.) Times, consequently be granted full time on the 1200 kc. channel.

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W-B AND ASCAP REPORTED IN NEW SCRAP

"With the reconciliation between the two less than three months old, the Warner Bros. publishing group and the American Society of Composers, Authors and Publishers have become entangled in a controversy over royalty allocations, Variety reports in its current issue. "In a stinging letter of protest, Warners this week charged the Society's publisher availability committee of going haywire in determining the value of the Harms, Inc., T. B. Harms Co., Witmark and Remick catalogs.

"The letter demanded that the committee exercise more care and fairness in rating the availability status of each of these catalogs. It was said by the Warner organization that the fight on the issue would be carried, if necessary, to the courts, with fraud and conspiracy used as grounds for the litigation.

"Warner got its first royalty check from ASCAP last week. The amount was $42,000 and represented the WB publishing group's share for the months of August and September. The deduction of WB's share cut down appreciably the pay-off to the publishing contingent of the Society for the third quarter of 1936. The plum for this period was about 10% less than it had been for the second quarter, but the divvy to individual publishers was about 20% less than it had been for the same three months."

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EUGENE MEYER SEEKS "HIGH FIDELITY" STATION IN D. C.

Filing his third application for a broadcasting station in Washington, D. C., Eugene Meyer, wealthy publisher of the Washington Post this week applied for a permit to operate a station on the "high fidelity" frequency of 1570 kc., with 1 KW power unlimited time.

The application was filed in the name of the Mid-Atlantic Corp., with Mr. Meyer listed as holding 100 percent of the $75,000 in stock.

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The increase in the number of wireless licenses issued in Great Britain and Northern Ireland continues to make steady progress. At the end of August, 1936, the number of licenses in force was 7,744,472. Since the British Broadcasting Corporation took over from the British Broadcasting Company on January 1, 1927, the increase has been 5,566,213.

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INDUSTRY NOTES

Under the heading "A Radio Personality", World-Radio in its October 9th issue notes the thirtieth anniversary of David Sarnoff, President of the Radio Corporation of America, in the radio field and sketches briefly his career.

The Columbia Broadcasting System this week closed a contract for the purchase of WOAI, San Antonio, 50,000-watter, from the Southland Industries Co. The station is currently under an affiliation obligation to NBC as outlet for either the red or blue network and even if the Federal Communications Commission approved the buy, it will be necessary for Columbia to give NBC a year's notice. Purchase price is reported to be $550,000.

The 1937 National Radio Industry Trade Show will be held at the Hotel Sherman in Chicago, April 2-4, 1937, according to the Institute of Radio Service Men, Inc.

Import duties on radio sets and tubes have been reduced 50 percent by the government of the Federated Malay States, according to the U. S. Department of Commerce.

A Peruvian executive decree, effective August 21st, increased by half the import duty on radios, radio parts, and tubes, according to a report to the Commerce Department from its Commercial Attache at Lima.

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MONTREAL POLICE TEST EXCLUSIVE S-W SETS

The Police Department radio experts of Montreal, Canada, are experimenting with a device which prevents anyone but police from picking up broadcasts from the police station to squad cars.

Director Fernand Dufresne refused to disclose details, but admitted the new apparatus will be used as an addition to the current short-wave radio receivers in use there and will not require a complete change of equipment. He said the apparatus will broadcast calls in such a way that they will sound like static to listeners with ordinary short-wave sets, but will come in normally on police receivers.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

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INDEX TO ISSUE OF OCTOBER 27, 1936

Networks Plan Most Elaborate Election Broadcasts.....2

NBC's Nine-Month Revenue Tops 1935 Total.....3

Equipment Of 19 Manufacturers Approved By FCC.....4
FCC Assailed By G.O.P. For St. Louis Grant.....4

More "Who's Who" Radio Notables.....5

CBS Held Intimidated By Publishers' Organ.....6

Couzens' Death Creates Vacancy On Radio Committee.....7
WJSV Move Discourages New Applicants In D.C.....7

Party Committees Report $355,143 Radio Expenses.....8
CBS Nine-Months Billing Sets All Time Record.....8
NBC Outlets Reach 101 as KVOD Joins.....8

Industry Notes.....10

Don Lee Continues Television Experiments.....11
N. Y. Radio Dealer Signs FTC Stipulation.....11
NBC's Promotional Literature Wins Award.....11

Canadian Radio Sales Show Sharp Advance In August.....12

No. 975

October 27, 1936

NETWORKS PLAN MOST ELABORATE ELECTION BROADCASTS

Practically every person in the United States will be able to get up-to-the-minute returns on the presidential election through one of the twenty odd million receiving sets the night of Tuesday, November 3rd.

Commercial programs and the headliner entertainers of the air will be shunted aside for the night as radio takes over the job of reporting their most important story since 1932. The major networks will have the biggest task, but independent and local stations will strive just as zealously to inform their listeners of returns within their territories.

NBC and CBS promise to furnish the Nation's voter-listeners with the most complete and the fastest coverage since the first election returns were heard rather spasmodically over headphones attached to crystal receiving sets.

The press of the country will cooperate by furnishing bulletins through the Press-Radio Bureau.

A staff of more than 50 persons, including ace announcers, editors, rewrite men, computors, engineers and technicians, has been organized by NBC for the event. A four-room suite in NBC's headquarters in Radio City, New York, will be transformed into a combined workroom and broadcasting studio. From this point, over the nationwide, coast-to-coast Red and Blue Networks of NBC, will be flashed the election bulletins as they are received from the Press-Radio Bureau.

The focal point of the vast reporting machine of CBS will be on the twenty-second floor of the CBS Building in New York City, where Paul White, CBS special events director, will keep his finger on the pulse of the Nation's news sources.

Both networks will depend chiefly upon the news bulletins to be furnished by the Press-Radio Bureau, which, in turn, is served by the Associated Press, the United Press, the International News Service and the Universal Service.

Microphones will be installed at Governor Landon's mansion in Topeka, at the White House or Hyde Park, whichever President Roosevelt chooses, at the Republican headquarters in Chicago, and at the Democratic headquarters in New York City.

In addition, mobile microphones will pick up color reports from crowds, and commentators will fill in gaps with interpretative accounts of the voting reports.

CBS will have a staff of 45 within its New York studio aiding Mr. White. These will include tabulators, control room engineers, page boys, comptometer operators and typists. The network's principal commentators enlisted are H. V. Kaltenborn, Bob Trout and Hugh Conrad.

"The CBS system for transmitting up-to-the-instant election returns required months of careful planning by the Special Features Department", a statement from CBS says. "The blue-printed operations chart, suggests a super-imposure of Einstein's figures proving relativity upon a diagram for building a complex radio transmitter. Yet in practice, the system promises a smooth and swift transformation of scattered election data into complete and readily intelligible information on successive stages of the election count.

"Every technical improvement of the last four years has been utilized in the broadcast set up. The refinements extend even to the blackboard which is not black at all, but white. Manufactured of a patented synthetic material, it makes returns easier to read from across the room, leaves no erasure smudges, and involves no dust."

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NBC'S NINE-MONTH REVENUE TOPS 1935 TOTAL

NBC revenue from national spot and local advertising for the first nine months of this year has already reached a figure higher than the total for the entire year of 1935.

The first six months of 1936, compared with the same period last year, shows an increase of 60% for NBC national spot and local revenue. The overall non-network revenue of all U.S. stations rose 19% during the same period.

Following are the six-month figures as estimated in NAB reports:

	1st 6 Mos. 1935	1st 6 Mos. 1936	Change
Total U. S. Non-Network Revenue	$18,489,663	$21,975,730	19%
Total NBC Nat'l Spot&Local Revenue	1,121,320	1,792,317	60%

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EQUIPMENT OF 19 MANUFACTURERS APPROVED BY FCC

The Federal Communications Commission this week announced its approval of the broadcasting equipment of 19 manufacturers for use by regular broadcast stations. The equipment was specified in each instance; copies of the lists may be obtained from the FCC. The manufacturers involved are as follows:

American Piezo Supply Company, Kansas City, Mo.; American Sales Company, New York City; Bliley Electric Company, Erie, Pa.; Collins Radio Company, Cedar Rapids, Iowa; Commercial Radio Equipment Company, Kansas City, Mo.; DeForest Radio Company, (now owned by RCA Victor Co., Inc., Camden, N. J.); Doolittle & Falknor, Inc., Chicago, Ill.; Hygrade Sylvania Corp., Clifton, N. J.; International Broadcasting Equipment Company, Chicago, Ill.; Kluge Radio Company, Los Angeles, Cal.; Piezo Electric Laboratoris, New Dorp, N. Y.; Precision Piezo Service, Baton Rouge, La.; Premier Crystal Laboratories, Inc., New York City.

Also, RCA Victor Co., Inc., Camden, N. J.; Radio Engineering Laboratories, Inc., Long Island City; R. C. Powell & Co., Inc. (No longer in business); D. V. Tostenson, Moorhead, Minn.; Western Electric Company, New York City and Western Radio Engineering Company, St. Paul, Minn.

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FCC ASSAILED BY G.O.P. FOR ST. LOUIS GRANT

The Republican National Committee charged last week that the Federal Communications Commission, in approving the application of the St. Louis Star-Times for a new radio station, "made an outright gift of $500,000 to the only newspaper in St. Louis to support Roosevelt's re-election."

"In the face of recommendations that the application be denied, on the grounds that the station would not serve public interest, convenience or necessity, Democratic members of the Broadcasting Division of the Commission gave approval for a new outlet of New Deal propaganda, valued at $500,000", the Committee said.

R. H. Hyde, Commission Examiner, held a hearing last April on "conflicting applications" by the Missouri Broadcasting Corporation, operating Station WIL, and the Star-Chronicle Publishing Company, publishers of the Star-Times, for permits to construct a station and for use of the same frequency, the Republicans said.

The Committee quoted Mr. Hyde's report as saying that "the record in this case does not afford satisfactory proof of a public need for additional facilities in the area proposed to be served" and recommending that both applications be denied.

The FCC on October 7 upheld the Commissioner in deny-WIL's application, but granted the permit to the Star-Times on the ground that the latter proposed a program service different from that of existing stations and that there appeared to be a general need for such programs.

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MORE "WHO'S WHO" RADIO NOTABLES

In commenting recently upon the relatively few notables of the radio industry listed in the 1936-37 edition of "Who's Who In America", two important personages were omitted. "Who's Who" this year carries extended references to Orrin E. Dunlap, Jr., Radio Editor of the New York Times, and Frank E. Mason, Vice-President of the National Broadcasting Company.

Mr. Dunlap was born at Niagara Falls in 1896 and after graduating from Colgate University, was a student at the Harvard Graduate School of Business Administration. He served as radio operator in the Navy during the World War, was graduated from the U. S. Naval Radio School at Great Lakes Training Camp and the U. S. Naval Radio School at Harvard, finally operating the Navy radio station at Bar Harbor. Mr. Dunlap is the author of numerous books on radio, the last of which is a hand-book for radio speakers "Talking on the Radio", which is meeting with considerable success during the present campaign.

Mr. Mason, born in Milwaukee in 1893, formerly General Manager and President of the National News Service, distinguished himself in the World War in various capacities. Major Mason served as instructor in the Army Intelligence School at Langres, France, in 1918; Chief Censor, Advance G.H.Q. General Staff, German occupied area, 1919; Military Observer in Berlin, 1919, and finally was elected President of the Second Division Memorial Association, in which capacity he assisted Gen. J. G. Harbord in the plans for the erection of the striking monument to the Second Division, recently dedicated on Constitution Avenue in Washington.

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CBS HELD INTIMIDATED BY PUBLISHERS' ORGAN

Following is an excerpt from an editorial in the current issue of Newsdom, publishers' periodical:

"If the recent actions of the Columbia Broadcasting System are examples of freedom of the air, we might just as well close up our radio networks. Prohibiting Senator Vandenberg from reproducing the President's voice by means of a phonograph record is hardly in keeping with the lofty purposes to which Columbia's officials have been paying lip service.

"It appears to us that the Columbia Broadcasting System is either covering under the threats of receiving no more favors from the New Deal, through the Federal Communications Commission, or has taken a stand definitely in favor of that New Deal.

"When Earl Browder, Moscow henchman and indirect supporter of the present demagogic Administration, endeavored to speak on Columbia's network, he was received with welcome arms despite the protests of thousands of listeners who deplore the seditious utterances of the Reds. Columbia's publicity man delved into the records and furnished his bosses with all sorts of gibberish about the great American tradition, freedom of speech.

"When the 'March of Time' had one of its actors simulate the voice of the President, the Columbia Broadcasting System gladly permitted it to do so.

"Nor were the Columbia officials particularly startled not so long ago when the President himself stepped out of character to give his version of Landon's voice.

"But when a Republican Senator and one of the foremost foes of the New Deal attempts to throw back into the throat of the President his words of four years ago, he is summarily prohibited by these conscientious officials of the Columbia Broadcasting System.

"If radio is to be granted the freedom which the newspapers of this country have enjoyed something will have to be done to place it on a higher plane."

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COUZENS' DEATH CREATES VACANCY ON RADIO COMMITTEE

The death of Senator James Couzens (Republican), of Michigan, removes one of the foremost authorities in the Senate on radio legislation although his defeat in the Republican primary had already eliminated him from the legislative body.

As he was ranking member and a former Chairman of the Senate Interstate Commerce Committee, his removalwill create a vacancy on the Committee that handles radio legislation in the Senate. Senator Jesse H. Metcalf, of Rhode Island, is next in line to move up to the position of ranking minority member.

Senator Couzens was one of the prime movers in drafting new legislation correlating communications regulation in the Communications Act of 1934. Besides having a hand in other radio laws, he vigorously opposed the confirmation of Thad H. Brown as a member of the FCC although Brown is a Republican.

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WJSV MOVE DISCOURAGES NEW APPLICANTS IN D.C.

Authorization by the Federal Communications Commission for Station WJSV, Columbia Broadcasting System outlet in Washington, to move its studio into the National Capital from nearby Virginia, and to announce its location in Washington has been hailed by the network but is proving discouraging to a host of applicants for new stations in the District of Columbia.

For several years WJSV was forced to announce its location "At the Gateway to Washington", because of the equalization clause in the Davis Act and later in the Communications Act. With repeal of the law, however, the FCC was willing to approve the move although it put the District of Columbia far over its former quota, now no longer operative.

The fact, however, that the District of Columbia has four stations has given the FCC a good excuse for not acting upon applications submitted by the Scripps-Howard Newspaper Alliance, the Washington Post, and former Senator Clarence C. Dill, among others.

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PARTY COMMITTEES REPORT $355,143 RADIO EXPENSES

The two major parties this week reported expenditures of $355,143 on radio time up to a week before the presidential election, but their figures do not take into account radio time sales to State, city, and county political organizations.

The Republican National Committee reported that out of $6,160,999 spent, $224,641 went to broadcasters. The Democratic National Committee used $130,502 out of $2,856,074.

The figures do not take into account expenditures by both organizations for the last hectic week of the campaign, when both of the major networks are practically tied up by the major party committees.

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CBS NINE-MONTHS BILLING SETS ALL TIME RECORD

The Columbia Broadcasting System has established another record. Cumulative total of time sales for the first nine months of 1936 tops all figures previously set for a similar period by any single network. In this total - $15,550,070, which is 28.5% ahead of Columbia's total at the same time in 1935 - figures for regional programs on the CBS Pacific coast hookup have not been included.

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NBC OUTLETS REACH 101 AS KVOD JOINS

Effective October 25th, KVOD, popular Denver, Colorado, station became affiliated with the National Broadcasting Company, bringing the total number of NBC outlets to 101. KVOD will broadcast both commercial and sustaining programs of the NBC-Blue netowrk. It is owned by the Colorado Radio Corporation and operates on a frequency of 920 kilocycles with a power of 500 watts. William D. Pyle is President and General Manager. With the addition of KVOD, NBC will have two outlets at Denver - KOA continuing as the Red network station.

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AUTO SHOW TELEVISED BY BBC IN LONDON

The first motor show ever to be staged especially for broadcasting was a recent event in the British Broadcasting Corporation's television program from Alexandra Palace. Twenty different makes of cars, representative of an equivalent number of British manufacturing concerns, were drawn up outside the Palace and individually televised, the order of presentation having been previously determined by ballot. Explanatory comments by John Prioleau, a well-known motoring correspondent, accompanied each "shot".

"Another outstanding television program during October", BBC reports "was the presentation of 'Picture Page', edited by Cecil Madden, whose work as a producer of feature programs in the Empire service will be remembered by many of the BBC's overseas listeners. The contents of 'Picture Page' which begain with the sounding of a call by a boy bugler from H.M.S. "Warspite", included an interview with Squadron Leader F.R.D. Swain, who recently broke the world's altitude record. Viewers not only heard his account of his experiences on his record-breaking flight, but saw the special suit that he wore and the visor that he cut open in his effort to get fresh air. John Snuggs, a street performer who demonstrated the art of paper-tearing, Mrs. Flora Drummond, the former Suffragette leader, wearing the regalia that, twenty-eight years ago, earned her the title of 'General Drummond', and Ras Prince Monolulu, the colored racing tipster of 'I got an 'horse' fame, contributed to the 'Page'. Continuity was preserved by shots of a switchboard, at which sat Joan Miller, the Canadian actress, 'plugging in' each item. 'Picture Page' will be a regular feature of the television programs, and it is intended to bring to the television screen interesting personalities from all over the world. It will, in fact, resemble the popular 'Empire Magazine' of sound broadcasting.

"Viewers were given an early opportunity of seeing Henry Hall and the BBC dance orchestra - they made their first television broadcast from Alexandra Palace on October 7th.

"The programs of this second period of public television transmissions - the first, of course, took place during the recent Radio Exhibition at Olympia, London - included a golf lesson by Archie Compston, who played several holes with a woman pupil on the miniature golf courat at Alexandra Park, excerpts from the comedy with music, 'The Two Bouquets', a display of lightning drawing by Bruce Bairnsfather (the creator of 'Old Bill'), and a 'divertissement' by Marie Rambert and her Mercury Ballet, who were accompanied by the BBC's new television orchestra under its conductor, Hyam Greenbaum."

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INDUSTRY NOTES

The National Broadcasting Company is sending out invitations for a dinner in celebration of its tenth anniversary to be given at the Waldorf-Astoria, New York City, on Monday, November 9th.

Alleging false and misleading advertising in the sale of a medicinal preparation called "Biotone", the Federal Trade Commission has issued a complaint against Biotone Laboratories, Inc., and Rocky Mountain Laboratories, Inc., Salt Lake City, Utah. The respondent advertised in newspapers, magazines and over the radio.

The National Broadcasting Company weekday daytime revenue for the four Summer months - June, July, August and September - this year amounted to $2,308,912 - an increase of 72.5% over last year's $1,338,151. The total NBC Summer revenue this year was $10,062,507 - a gain of 14.7% over the same period last year, when the total was $8,774,463.

The October issue of "Education by Radio", published by the National Committee on Education by Radio, inaugurates a series of articles on basic problems of broadcasting as they relate to education and culture.

Under the title "Radio Myth Becomes A Merchandising Reality", the National Broadcasting Company devoted the entire October number of its monthly publication, "Broadcast Merchandising", to completely cover the merchandising ten strikes scored by the mythical paddle wheeler of the NBC airwaves in dozens of cities during the past four years.

William S. Paley, President of the Columbia Broadcasting System, has been named co-chairman of radio broadcasting of the United Hospitals Campaign Committee in New York City

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DON LEE CONTINUES TELEVISION EXPERIMENTS

Having experimented satisfactorily for several weeks with night time conditions, Harry B. Lubcke, Director of Television for the Don Lee network, has designated Sundays, 7 P.M., E.S.T., as the new time for the combined experimental broadcasts over KHJ and W6XAO.

The first of the new series of daytime experiments was broadcast October 18, with KHJ broadcasting the sound accompaniment of the sight program going out simultaneously from the transmitting studios of W6XAO. Both transmitters are located in Don Lee's Los Angeles building. The combined sight-and-sound receiver is at a private residence about 3½ miles from the point of origin.

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N. Y. RADIO DEALER SIGNS FTC STIPULATION

Misrepresentation of radio sets by a New York City dealer will be discontinued under a stipulation entered into with the Federal Trade Commission.

Walter Spiegel, trading as Regal Manufacturing Company and Playland Supply Company, 118 East 28th St., New York, has signed an agreement to cease use of the word "Majestic" alone or with the word "International", or with any other words, as a brand for radio sets which are not products manufactured by Grigsby-Grunow Company, and from use of the word "Majestic" in any manner implying that his radio sets are manufactured by Grigsby-Grunow Company, when such is not a fact. According to the stipulation, the Grigsby-Grunow Company, makers of "Majestic" radio sets, acquired a valuable good-will in that name, which name, used in connection with radio receiving sets, is now vested in Frank McKey, trustee in bankruptcy for the creditors of Grigsby-Grunow Company.

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NBC'S PROMOTIONAL LITERATURE WINS AWARD

Following close upon the heels of a recent award by the Direct Mail Advertising Association, the National Broadcasting Company has been informed by The American Institute of Graphic Arts that its two promotion books, "Straight Across the Board" and "The Good New Summer Time" have received an award of Merit and will be exhibited to the public at the

Galleries of the Architectural League, 115 East 40th Street, New York, from October 21 to November 7. Later in the season, the exhibition will tour leading cities.

NBC's four promotions were adjudged worthy of inclusion in the Fifty Direct Mail Leaders of 1936 recently. The four units in NBC's campaign to sell broadcast advertising over its facilities were: the "Early Bird" daytime promotion, "The Good New Summer Time" promotion, "Radio Takes to the Road" auto promotion and the now-famous department store tie-in promotion, "Mr. Holcomb Thinks It Through!"

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CANADIAN RADIO SALES SHOW SHARP ADVANCE IN AUGUST

A sharply increased demand for radio receiving sets in Canada during August as compared with the corresponding month of last year is shown in a report to the Commerce Department from the American commercial attache at Ottawa.

Aggregate sales of receiving sets by Canadian manufacturers in August, 1936, amounted to 24,715 units, valued at $2,396,091, compared with 15,024 units, valued at $1,438,283, in August, 1935, a volume increase of 65 percent and a value increase of 67 percent. As compared with the preceding month of July the August, 1936, total registered an advance of 16 percent in number and .5 percent in value, the Commercial Attache reported.

Inventories reported by Canadian radio jobbers and manufacturers' branches as of August 31 amounted to 45,588 units compared with 43,582 units at the end of July. Projected production by manufacturers in Canada for the period, September 1 to November 30, 1936, calls for an output of 92,116 units, of which 75,457 units will be alternating current chassis, the report shows.

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INDEX TO ISSUE OF OCTOBER 30, 1936

FCC Generous With Licenses On Eve Of Election.....2

Radio Exports Continue Increase In August.....3

FCC Closes "Vandenberg Incident" With A Letter.....4

Chicago, Philadelphia, Camden Make Most Radios.....5

First Parley On Telegraph Conference Called.....6
CBS Acquires WRVA, Strengthening Position In South.....6

Radio Manufacturers Clear House On Trade Practices.....7

WIL Notes Appeal In Star-Times Station Grant.....9

Selection Of FCC Secretary Seen After Election.....10
NAB Raps NAPA For Delay In Record Litigation.....10

Electric Institute Holding Unique Radio Show.....11
August Radio Time Sales 24% Ahead Of 1935.....11
CBS Bans Election News Sponsorship; NBC Uncertain.....11

NBC To Build Small Radio City In Washington.....12

No. 976

FCC GENEROUS WITH LICENSES ON EVE OF ELECTION

The Federal Communications Commission may have some explaining to do to the 75th Congress regarding its apparent generosity in authorizing new broadcasting stations despite a crowded broadcast spectrum.

While the License Division of the FCC insists that it hasn't an exact record either of the number of licensed stations or the number which were granted new permits this year, it estimated "about 678" of which "about 45" have come into being since January 1st.

The Broadcast Division explained that an accurate report might be expected shortly after the presidential election.

It is also significant that fifteen of the new stations have been given permits this Fall since the presidential campaign got under way in earnest. Many of them have been contrary to the recommendations of FCC Examiners. One of the awards, to the Star-Times, of St. Louis, was apparently so raw that it raised a howl from the Republican National Committee as well as from a 14-year old St. Louis station, WIL. The G.O.P. Committee charged that the newspaper was given facilities which were denied the veteran station, namely a regional frequency with 1,000 watts power, merely because the paper would be in a position to aid the Democratic campaign.

At about the same time the FCC reaffirmed a previous grant to WOL, of Washington, D. C., of a regional channel and 1,000 watts power.

Political observers noted that William Dolph, General Manager of WOL, has been handling radio engagements for the Democratic National Committee during the current campaign.

Besides the new station grants, the FCC has authorized a score or more of power increases for existing stations while insisting at the same time that its power policies have not been definitely determined.

Of course, the Commission is expecting the Democrats to remain in power for another four years and to forestall any attempt in Congress to bring about an investigation. They recall that Representative John O'Connor, Chairman of the House Rules Committee, was able to block all demands for an inquiry in the 74th Congress.

Should an inquiry be brought out, it is likely that it will be based on some such affair as the "Vandenberg incident", however, rather than any general charge of "playing politics".

The 15 construction permits for new stations granted this Fall are as follows:

Star-Chronicle Publishing Co., St. Louis, 1,000 watt full-time station on 1250 kc.; Hammond-Calumet Broadcasting Corp., Hammond, Ind., operators of WWAE, time-sharing 100-watter in Hammond, 5,000-watt station on 1480 kc.; A. Staneart Graham, E. V. Baxter and Norman Baxter, doing business as Pittsburg Broadcasting Co., Pittsburgh, Kan., 1000 watt daytime station on 790 kc.; Sioux Falls Broadcast Association, Inc., Sioux Falls, S.D., 100 watt full-time station in Sioux Falls on 1200 kc.; Black River Valley Broadcasts, Inc., Watertown, N. Y., 100 watts night and 250 watts day station on 1420 kc.; Harold Perry Johnson and Leland M. Perry, Cedar City, Utah, full-time 100 watts station in Cedar City on 1310 kc.

Also, R. J. Laubengayer, Salina, Kan., 100 watts, full-time station on 1500 kc. in Salina; Tribune Printing Co., Jefferson City, Mo., 100 watts daytime station on 1310 kc. in Johnson City; C. G. Hill, George D. Walker and Susan H. Walker, Winston-Salem, N. C., 250 watts daytime on 1250 kc.; Jonas Weiland, Kinston, N. C., 100 watts night and 250 watts daytime on 1200 kc.; Northern Broadcasting Co., Wausau, Wis., 100 watts daytime on 1370 kc.; Wilton Harvey Pollard, Huntsville, Ala., 100 watts on 1200 kc.; Navaro Broadcasting Association, Corsicana, Texas, 100 watts daytime on 1310 kc; Robert K. Herbst, Moorhead, Minn., 100 watts on 1310 kc., full daytime, and sharing nighttime; and Roberts McNab Co., Jamestown, N. D., which will share the same facilities with the new Moorhead station at night.

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RADIO EXPORTS CONTINUE INCREASE IN AUGUST

Radio export trade in August, 1936, according to the latest report of the U. S. Bureau of Foreign and Domestic Commerce, continued to maintain the substantial ratio of increase this year. Total value of radio exports in August, 1936, were $2,307,953 compared with $2,051,579, in August, 1935.

Receiving sets exported during August, 1936, numbered 48,963 valued at $1,154,621, compared with 44,896 sets valued at $1,167,141 in August, 1935.

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FCC CLOSES "VANDENBERG INCIDENT" WITH A LETTER

The Federal Communications Commission has apparently closed the "Vandenberg incident" with a letter to one of the many protestants against the action of the Columbia Broadcasting System in cutting the Michigan Senator off some of its stations after he resorted to recorded words of President Roosevelt in an imaginary debate.

Although it had been stated previously that the FCC referred the matter to the Broadcast Division, the Commission's Press Department this week made public a letter, without comment, which had been written by John B. Reynolds, Acting Secretary, to W. R. Church, of New York City.

The conclusion of the FCC Secretary was that the CBS stations were under no compulsion to take the Vandenberg address and that the Commission has no authority to compell it to do so or to take the station or network to task for its action.

The letter follows in full:

"Dear Sir:

"Receipt is acknowledged of your telegram of October 18, 1934, in which you state 'As an American I protest against the censorship laid down on Senator Vandenberg's speech last night'. We assume you are referring to the incident of an address of Senator Arthur H. Vandenberg which was cut off some of the stations in the Columbia Broadcasting System chain on October 17, 1936, because the program included phonograph recordings in violation of the broadcasting company's rules.

"In reply, you are advised that the selection and arrangement of broadcast programs in the public interest is a duty which the Communications Act of 1934 places solely upon the licensees of the respective broadcast stations, and the matter of whether it will broadcast mechanical reproduction is, therefore, a question for the decision of each station licensee. If mechanical reproductions are used, however, they are required to be announced as such in accordance with the Commission's Rule 176.

"Section 3(h) of the Communications Act of 1934 provides that a person 'engaged in radio broadcasting shall not, insofar as such person is so engaged, be deemed a common carrier.' It follows, therefore, that a broadcast station is not under a public utility obligation to accept all programs material offered and the Commission has no authority to direct a station to accept any specific program. The only exception to this rule is contained in Section 315 of the Communications Act of 1934 which provides as follows:

""If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: Provided, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate."

"Since Senator Vandenberg was not a candidate for public office, the broadcasting of his speech does not appear to come within the provisions of Section 315 of the Act, and the station was under no compulsion of law to permit the broadcast of this address.

"Neither the Communications Act of 1934 nor the Rules and Regulations of the Commission prohibit the use of mechanical reproductions on broadcast programs, and Section 326 of the Act expressly denies to the Commission any power of censorship over the radio communications or signals transmitted by any radio station. It provides further that no regulations or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

"I am sure you will appreciate that since the station was under no compulsion of law to broadcast the speech, and the Commission has no power to compel it to do so or to take the station to task for cutting the program in question the Commission can take no action upon your protest."

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CHICAGO, PHILADELPHIA, CAMDEN MAKE MOST RADIOS

More than half of the radios manufactured in the fiscal year ended June 30th last, came from the Chicago-Philadelphia-Camden areas, according to the U. S. Treasury's excise tax reports. The first Illinois tax collection district led with radio collections of $1,116,071.34 during the last fiscal year of the Government, the Philadelphia district being second with collections of $896,110.60, and the Camden district third with $743,115.96. Total collections of the radio and phonograph tax, not including separate unsegregated taxes on automobile radio sets and accessories, for the fiscal year ending June 30th were $5,075,270.82, an increase of $1,450,366.51 over the previous fiscal year of $3,624,904.31.

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FIRST PARLEY ON TELEGRAPH CONFERENCE CALLED

The Preparatory Committee for the International Telegraph Conference to be held at Cairo, in February, 1938, will hold its first meeting at 10 A.M., November 13th in Room 1413, New Post Office Building, Washington, D. C.

The Committee will consider whether it will be to the advantage of the United States to become a party to the international telegraph regulations. It will also consider what changes should be made in those regulations to render them acceptable to the United States. For this purpose it may be necessary to consider the regulations carefully, paragraph by paragraph.

No English translation of the International Telegraph Regulations annexed to the International Telecommunication Convention, Madrid, 1932, has been published in the United States. Copies of the British print may be ordered through The British Library of Information, 270 Madison Avenue, New York City, at $1.25 per copy. It is imperative that copies be brought to the Committee meeting as the discussions will be based on that print.

All persons and organizations interested in the subject of the meeting have been invited to become members of the Preparatory Committee and to attend its sessions. Persons unable to attend the meetings of the Committee are invited to communicate their views in writing to the Chairman of the Committee, Commissioner Irvin Stewart.

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CBS ACQUIRES WRVA, STRENGTHENING POSITION IN SOUTH

With the affiliation of WRVA, Richmond, Va., under a 5-year contract, the Columbia Broadcasting System this week strengthened its position in the South and took another station away from the National Broadcasting Company.

Within the past month CBS has signed up WOAI, San Antonio and WHIO, Dayton, O., as well as WRVA, all formerly associated with NBC. WRVA is owned by Larus & Bros., and operates on 1110 kc., with 5,000 watts. It is seeking 50,000 watts, however.

CBS is reputedly after WSM, powerful Nashville station, also. WSM, one of the Clear Channel Group, is under contract with NBC, but this agreement is about to expire. NBC is reported to be confident that the affiliation will be renewed.

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RADIO MANUFACTURERS CLEAR HOUSE ON TRADE PRACTICES

A program for sweeping reforms in radio set merchandising has been adopted by the RMA in consultation with the Federal Trade Commission at Washington.

Prizes, "spiffs", "push money", bonuses, and also cruises will be among the evils in radio merchandising which will be ended, under the program adopted by RMA and which has been formally submitted to the Federal Trade Commission. The tremendous initial step to improve radio merchandising practices is already partially accomplished. It presents a plan which also furnishes a valuable precedent for other industries to deal with similar merchandising evils and will be supported also in part by the new Robinson-Patman Act.

The initiative and leadership in the program for cleaning up radio set merchandising was begun several months ago by Commander E. F. McDonald, Jr., of Chicago, Chairman of the Fair Trade Practice Committee. The RMA plan developed already has the unanimous endorsement of most leading set manufacturers and also has been tentatively approved by government officials at Washington.

A major feature of the new clean merchandising program for set manufacturers is a new rule of fair trade practice, according to Bond Geddes, Executive Vice-President of RMA. This new rule was approved unanimously by the RMA Fair Trade Practice Committee, the entire Set Division, and has been formally submitted to the Trade Commission for inclusion in the pending trade practice conference agreement for the radio set manufacturing industry which is now before the Commission. The new rule, which is expected to be adopted by the Trade Commission, provides:

> "'Rule 3 - The granting or giving or promising to grant or give by manufacturers in the industry, directly or indirectly, to employees of retail sales outlets selling competitive lines of radio merchandise, of commissions, bonuses, premiums, prizes, "spiffs", "push money", gratuities, privileges or anything of value in any form whatsoever, in consideration of the said employee's influencing the retail purchase of industry products manufactured by the grantor or donor, whether or not the same shall expressly be granted or given for that purpose, to the extent that such practice has a tendency and effect of improperly influencing and deceiving the buying or consuming public by reason of the fact that the purchaser is not aware of such subsidy or consideration and expects the retail employee to be unbiased, impartial and free from any such influence as between different merchandise sold by him, is an unfair trade practice."

Cruises, although not specifically named, are construed to be included in the proposed new trade practice rule and it is reported that one leading set company already has cancelled plans for a proposed cruise party at a cost to the company of about $20,000. Other leading companies are abandoning plans for similar cruises.

While the proposed new trade practice rule applies only to action of manufacturers and extends only to radio retail salesmen, wider effect, specifically on radio distributors, will be attained through supplementary action of set manufacturers. At the RMA Set Division meeting the set manufacturers also approved unanimously a separate contract, which has already been signed by a large number of leading companies, that they will "use all lawful means" under their control to prevent their distributors from violating, either in letter or in spirit, the proposed trade practice rule and prevent distributors from granting the prohibited premiums, prizes, "spiffs", etc., to retail salesmen handling competitive sets. Thus the supplementary agreement of the manufacturers will provide for observance by distributors, as well as manufacturers, of the fair trade practice rule after its formal adoption by the Federal Trade Commission.

Companies represented which unanimously endorsed the entire merchandising program of Chairman Gene McDonald and the Fair Trade Practice Committee included the following:

Automatic Radio Manufacturing Co., Inc.; The Crosley Radio Corporation; Electrical Research Laboratories, Inc.; Emerson Radio & Phonograph Corporation; Fairbanks, Morse & Co.; General Electric Company; Hammarlund Mfg. Co., Inc.; Noblitt-Sparks Industries; Philadelphia Storage Battery Company; Pilot Radio Company; RCA Manufacturing Company, Inc.; The Sparks-Withington Company; Stromberg-Carlson Telephone Mfg. Co.; United American Bosch Corporation and Zenith Radio Corporation.

The plan to abolish prizes, premiums "spiffs", etc., is legal and within the jurisdiction of the Trade Commission, according to all legal opinion secured by Chairman E. F. McDonald of the Fair Trade Practice Committee. Further action for other merchandising reforms are under consideration by Chairman McDonald's committee and will be developed in the future.

Also and most important, a number of leading manufacturers are instituting separate merchandising reforms relating to advertising allowances. The Fair Trade Practice Committee was advised that the anti-trust and other laws would not permit definite, binding and concerted action among manufacturers regarding advertising allowances. Therefore, any such action must come separately by individual companies. It is understood that without any agreement or understanding whatever, several leading set companies are adopting advertising policies which

will result in tremendous improvement in future radio merchandising practices. For instance, it is reported that several leading companies will require a minimum contribution of fifty percent by dealers in cooperative advertising. It is also understood that some set companies will hold the advertising allowances to their distributors to between two and three percent.

On the RMA Fair Trade Practice Committee which developed the merchandising program submitted to the Trade Commission, and the supplementary action of set manufacturers, those in attendance at the New York Committee meeting were: Chairman E. F. McDonald, of Chicago; David Sarnoff, of New York; Elmer T. Cunningham, of Camden, N. J.; James M. Skinner and Larry E. Gubb, of Philadelphia; Charles E. Wilson and R. J. Cordiner, of Bridgeport; J. P. Rogers, of Cincinnati; E. A. Tracey and Irving Herriott, of Chicago; Judge Manton Davis, of New York, and Bond Geddes, of Washington.

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WIL NOTES APPEAL IN STAR-TIMES STATION GRANT

Following up an attack on the Federal Communications Commission by the Republican National Committee, Station WIL, of St. Louis, this week filed an appeal in the District Courts from the FCC decision granting a construction permit to the St. Louis Star-Times and denying WIL's appilcation.

The WIL case, which is believed to be headed for the U. S. Supreme Court, probably will become a political issue in the next Congress as well.

Counsel for WIL pointed out that the station had been rendering valuable public service for 14 years and therefore was entitled to better facilities rather than a newcomer, and then attacked the legality of the FCC procedure. The plaintiff complained that the Commission failed to adopt a customary statement of facts and grounds for decision prior to the effective date of the grant, October 7th, and charged that the Broadcast Division illegally delegated power to its attorneys and permitted them to write the decision.

The FCC decision consequently has been stayed temporarily by court order pending action on a plea for a permanent injunction.

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SELECTION OF FCC SECRETARY SEEN AFTER ELECTION

An early appointment of a Secretary to the Federal Communications Commission following the presidential election November 3 is confidently expected in Washington.

The job, which pays $7,500 a year, has been officially vacant since last May when Herbert L. Pettey resigned to go with WHN, New York. John B. Reynolds, Assistant Secretary and a Republican, has been Acting Secretary since that time.

A score or more of young Democrats are after the job, and it is understood that the FCC will make an appointment upon recommendation of James A. Farley sometime in November. The appointment will be a reward for campaign activity in behalf of the Democratic National Committee.

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NAB RAPS NAPA FOR DELAY IN RECORD LITIGATION

The National Association of Broadcasters this week in its "NAB Reports" sharply criticized the National Association of Performing Artists for procrastination in a test case on phonograph records filed against Station WHN, New York, in the name of Frank Crumit.

The suit was filed on July 18 and asked that the station be enjoined from broadcasting any of Crumit's records in the future. NAB then cites six adjournments of arguments on the motion obtained by Maurice J. Speiser, counsel for the plaintiff.

"If the amazing procrastination of NAPA in the Crumit case is at all indicative", the NAB states, "then we may assume that NAPA and ASRA in other cases will endeavor to delay as long as possible bringing the suits to the point where they may be decided by the courts."

The American Society of Recording Arsitst, Inc., had filed similar suitsagainst Station KFWB, and KFAC in Los Angeles. Recores of Jan Garber, Victor Young, and Don Bestor are involved.

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ELECTRIC INSTITUTE HOLDING UNIQUE RADIO SHOW

Dealer members of the Electric Institute of Washington are displaying en masse over 100 models of 1937 receiving sets to the Washington public as a part of the Institute's Radio Promotion Program. The display is housed in the Institute headquarters, Potomac Electric Power Company Building. Over 70,000 people will view the exhibit during October and November.

The exhibit is unique in that none of the radios is for sale and there are no salesmen present. All sets are tagged, giving price, model number and listing all radio dealers who are members of the Institute who sell a particular model. October electric bills of the Power Company carried inserts designed to arouse interest in all-wave receiving sets. Members of the Institute cooperating in the promotion were listed thereon.

Show windows of the Institute are given to manufacturer members of the organization for the display of their products. With a saturation of well over 95% in the Washington territory, dealers are concentrating their appeal to the public on the all-wave feature of the 1937 receiving sets.

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AUGUST RADIO TIME SALES 24% AHEAD OF 1935

Broadcast advertising during August amounted to $6,994,675 gross, the National Association of Broadcasters reported this week, and exceeded the corresponding month of 1935 by 24.1 percent. Total radio volume declined 3.1 percent from July as compared to 3.5 percent the previous August.

"Gains were fairly strong throughout all portion of the medium", NAB said, "with national non-network advertising alone showing weakness. The increase in the national non-network field was but half as great as for the medium as a whole.

"Local and regional stations continued to experience the greatest gain in advertising volume as compared to the corresponding period of the preceding year. Non-network advertising also exhibited marked strength in the South."

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CBS BANS ELECTION NEWS SPONSORSHIP; NBC UNCERTAIN

Special local sponsorship of the November 3rd election news has been prohibited under a policy adopted by the Columbia Broadcasting System. The National Broadcasting System had not made known its policy up to the middle of this week.

CBS ban does not bar regular news program clients, however, on the individual CBS-owned stations.

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NBC TO BUILD SMALL RADIO CITY IN WASHINGTON

Plans for new National Broadcasting Company studios in Washington, D. C., which will embody all the advances made in recent years in the science of architectural and technical facilities for radio, were announced October 29th by Lenox R. Lohr, NBC President. The new studios will give the National Capital a radio "show place" similar on a smaller scale to NBC headquarters in Radio City, New York.

The new studios in Washington, now under construction, will house the personnel and facilities of NBC stations WRC and WMAL, and will occupy the entire second floor of the new building being erected by the Trans-Lux Washington Corporation on 14th Street between New York Avenue and H Street. To be officially opened in May or June of 1937, the new quarters will provide 17,000 square feet of floor space for studios, conference rooms, laboratories and offices.

Frank M. Russell, NBC Vice-President in Washington, declared that NBC's Washington facilities will be doubled in size when construction and outfitting are completed. Floor plans show that there will be one audience studio 26 x 39½ feet, with an elevated observation booth 10 x 32 feet; two program studios 14 x 27 feet; two speaker studios 10 x 18 feet; two transcription rooms, one 14 x 14 feet and the other 11 x 14 feet; one conference and clients' audition room 15 x 23 feet; and one master control room of its own.

In addition to the studio space, Russell declared that the architects have provided for 18 general offices and program rooms, a music library, a huge artist's lounge, technical laboratories, and storage rooms. The entire floor is to be air conditioned, and will be kept at constant temperatures in both Winter and Summer. The building will have a separate NBC entrance and marquee, to be located on 14th St. near the New York Ave. - corner.

All of the engineering and technical developments in the new Washington headquarters were worked out by O. B. Hanson, NBC Chief Engineer, who had charge of building and installing the broadcasting equipment in the Radio City studios and the new NBC West Coast headquarters in Hollywood, Cal.

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According to present calculations from the office of Gordon H. Mills, Director of studio tours, more than 520,000 people will buy tickets for the NBC Studio Tours in Radio City during 1936. Last year's total number of visitors has already been exceeded, so far this year, by approximately 55,000 people.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF NOVEMBER 3, 1936

Pratt Explains Origin Of Vandenberg Disk Broadcast.....2

Canada To Resume Messages To Far North.....5

U. S. Proposes Frequency Tolerances To C.C.I.R.....6

Broadcasters Reap About $2,000,000 From Campaign.....7

Low Power Stations Do Small Share Of Radio Business.....8

National Lutheran Radio Week Called Successful.....9

Zenith Offers Guarantee To Its Distributors.....10
Sarnoff And Marconi In Armistice Day Broadcast.....10

A. T. & T. Files Brief Attacking FCC Order.....11
NBC Signs WSM,Again; To Boost Network Rates.....11

Industry Notes.....12

No. 977

November 3, 1936

PRATT EXPLAINS ORIGIN OF VANDENBERG DISK BROADCAST

Predicting that the use of records in political campaigns and public addresses will become an accepted practice, Ben K. Pratt, of the G.O.P. Press Division, Chicago, explained the origin and procedure of the sensational Vandenberg broadcast in a letter to the Heinl News Service.

Mr. Pratt, a former Examiner with the old Federal Radio Commission, was generally credited with developing the innovation in the political use of radio.

Fred Gennett, of the Starr Company, Richmond, Ind., who specializes in the manufacture of electrical transcriptions, apparently was the key man in the stunt as he possessed the records of addresses by President Roosevelt back in 1932. He tried to interest the G.O.P. headquarters in the records as early as last May, Mr. Pratt said, but nothing came of it at the time.

Later, after Hill Blackett had become Director of Public Relations in Charge of Radio for the Republican National Committee, the idea was adopted and Mr. Pratt was put in charge and directed to find some recordings of Roosevelt speeches.

It was first planned to have Bill Hard, the G.O.P. commentator, engaged in imaginary debate with the President. The suggestion was made that Governor Landon himself do it. Both plans fell through, however.

Henry A. Rahmel, radio engineer and instructor on leave from the Massachusetts Institute of Technology, was given the job of examining all available Roosevelt records and picking out the ones suitable for broadcasting. Copies were made of the transcriptions then so that unusable portions of the speeches could be deleted.

"In addition we had to go over the speeches for politically vulnerable excerpts", Mr. Pratt said. "This necessitated a great amount of work, particularly on the part of Rahmel.

"In the meantime, I had taken his marked copies of the speeches that we had records for and had sent a file of them to our Research Division, so that proper answers could be prepared.

"Blackett, after casting about for someone to take the place of 'answerer', finally got in touch with Senator Arthur H. Vandenberg of Michigan, who immediately accepted the assignment.

"Working with the Research Division, we picked out a number of excerpts from the acceptance speech of '32 and the inaugural address of '33. These were transferred to a separate record, leaving spaces between the excerpts so that Vandenberg could answer. Rahmel and I then went to Grand Rapids, Michigan, taking these excerpts together with the answers prepared by the Research Division of the Republican National Committee, and conferred for two days with Senator Vandenberg. Naturally there was considerable revision and re-editing. Finally after several conferences it was decided just which excerpts were to be used, this decision coming in the main from Vandenberg.

"We then returned to Chicago, leaving copies of the speeches with the marked excerpts with Vandenberg. In a day or so he had written the complete script himself, including both the excerpts and his answers to them.

"Rahmel in the meantime had been busy re-recording these excerpts on two records. They had to be rushed to New York for pressing and then air-expressed back to Chicago. This was the week prior to the Saturday of the broadcast.

"Senator Vandenberg arrived in Chicago Saturday morning. Senator Vandenberg, Mr. Blackett, Mr. Rahmel and myself then went on Saturday to the Tropical Room of the Medinah Athletic Club here in Chicago, from which place the program was to be broadcast. We spent most of the day rehearsing until finally we had everything letter perfect.. However, we never were able to get a dress rehearsal because by the time we were ready for the dress rehearsal the invited guests had started to assemble, including newspaper people. We did not want any inkling of what was going to happen to get out.

"I had had complete copies of the script mimeographed, but nothing was released to the papers until after the broadcast had started.

"The broadcast went on at 8:30 P.M.,E.S.T. Prior to that engineers from the Chicago Tribune and the Columbia Broadcasting System had come in to set up their apparatus. In some way H. Leslie Atlass, Vice-President and Western Manager of Columbia, found out about the situation. This was about fifteen or twenty minutes before the broadcast was to go on. He came over and got in touch with Mr. Blackett, and his decision was that transcriptions could not be used. However, there was a conference and he rushed back to his office across the street in the Wrigley Building, where there was much telephoning.

"Finally at about 8:30 I stepped to the microphone in the capacity of master of ceremonies, and made my preliminary announcement, introducing Senator Vandenberg. For the first three or four minutes we were not on the air over Columbia. They were listening, however, in the control rooms. A decision was made by someone to go ahead with the broadcast. In the meantime it was being carried in full over WGN, the Chicago Tribune station. We, however, went ahead as though nothing were happening.

"The novelty of the thing came as a complete surprise to practically everyone in the room, which included high officials of the Republican Party and others prominent in business and newspaper life. I had asked them not to applaud during the broadcast because of lack of time, but the expressions on their faces when they heard the voice of Roosevelt come from the loudspeaker were amusing. We had the loudspeaker on a little raised platform immediately back of the microphone where Vandenberg and I stood. It was draped and insofar as the audience was concerned looked merely like a stand. After the first excerpt using Roosevelt's voice we pulled the drapes aside and all could see it was a loudspeaker.

"The broadcast continued to its end, and then the newspaper men crowded around the Columbia announcer and engineers to find out what had happened, it being noised about that we had been cut off the air.

"We had taken the precaution to have the full program recorded over the WGN wire. We immediately sent Rahmel to New York with this recording; masters were made, and from the master recording pressings were made, which we sent out all over the country.

"The hardest part of the whole job was the part taken by Rahmel because of the technical difficulties he encountered in transferring records that were four years old.

"The statements have been made that we deliberately attempted to malign the voice of Roosevelt by not making it as clear as necessary. The fact of the matter is that we did everything we could to clear up the Roosevelt voice. It was to our advantage to have his voice as clear and understandable as possible, so there could be no mistaking. It would have been silly for us to have jumbled his words in any way because we wanted everyone to recognize who it was who was speaking.

"The Roosevelt speech recordings were picked up originally by Mr. Gennett; that is, the ones we used. Others we got in many other places, including New York. However, as you may recall, in those days there was only spasmodic recording of political speeches, and we could not get all of them.

"I believe the use of records will become an accepted part of the political campaigns of the future. I believe that this established a new step in political battling, and I think it is one of the most fair ways in which a man can be quoted. As you and I both know, I may quote a man perfectly and by inflection, even though I use his exact words, destroy the meaning of what he says. With recordings there can be no mistake in his meaning because you hear him say what he said in just the way he did say it, with all inflection, etc. I do believe it will make public speakers a little bit more careful about making promises that may fall back and him them years later.

"Some objection was made to the effect that we only took the excerpts we wanted to from his speeches. Has not this been the practice of public speakers ever since political campaigning began?

"There was absolutely no violation of the ethics of political campaigning in this program. As a matter of fact, it was far more fair to Mr. Roosevelt to use his exact words and his inflections than to merely quote from his speeches, which we have a right to do and which has been done many times. Mr. Roosevelt himself has done the same thing in quoting other speakers, so I can hardly see how he or a fair minded person could possibly object.

"I do believe that recordings of the speeches and statements of presidents, cabinet officers and other highly placed executives will ultimately become the historical record of the country and will be of untold value to future generations. For example, wouldn't it be a wonderful thing if today we had a recording of Lincoln's Gettysburg Address or the Washington Farewell Address?"

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CANADA TO RESUME MESSAGES TO FAR NORTH

On Saturday, November 7 at 11 P.M., EST, the Canadian Broadcasting Corporation will put into operation for the fourth consecutive season the "Northern Messenger" service to the far north. The renewal of this service will make possible once again the broadcasting of personal messages from friends and relatives of hundreds of persons in the northern and Arctic regions who are otherwise out of touch with civilization during the Winter months.

"Those desiring to have messages transmitted are invited to address letters to any Corporation station or to the Corporation headquarters at Ottawa", the Canadian Corporation stated. "All messages written in either French or English, with the exception of code messages, will be transmitted as far as possible during the first program period following their receipt."

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U. S. PROPOSES FREQUENCY TOLERANCES TO C.C.I.R.

The United States Committee preparing for the fourth meeting of the C.C.I.R. at Bucharest this week submitted to the State Department its proposed scale of frequency tolerances for all classes of radio transmission. The opinion will be transmitted to the International Telecommunication Union at Berne, Switzerland.

The U. S. proposal was based on the premise that "technical progress in the maintenance of frequencies is such that all stations can be held within suitable tolerances as to frequency, thus avoiding the undesirable interference caused by the wide frequency variations if transmitters required to conform only to instability specifications."

The Committee's proposal is that all stations be required to be operated within the following tolerances, the first listing to be applicable only until January 1, 1940:

	Tolerances for transmitters installed before Jan. 1, 1934	Tolerances for new transmitters installed after Jan. 1, 1934
A. From 10 to 550 kc		
(a) Fixed stations	0.1%	0.1%
(b) Land stations	0.1%	0.1%
(c) Mobile stations using specified frequencies	0.5%	0.5%
(d) Mobile stations using damped waves or simple oscillator transmitters	1.0%	0.5%
(e) Broadcasting stations	0.05 kc	0.05 kc
B. From 550 to 1500 kc.		
(a) Broadcasting stations	0.05 kc.	0.05 kc
C. From 1500 to 6000 kc		
(a) Fixed stations	0.03%	0.01%
(b) Land stations	0.04%	0.02%
(c) Mobile stations using frequencies not normally used for ship radiotelegraph transmissions	0.05%	0.02%
(d) Mobile stations using any wave within the band	0.1%	0.1%
D. From 6000 to 30,000 kc.		
(a) Fixed stations	0.02%	0.01%
(b) Land stations	0.04%	0.02%

D. From 6000 to 30,000 kc. (Continued)

(c) Mobile stations using frequencies not normally used for ship radiotelegraph transmissions	0.05%	0.02%
(d) Mobile stations using any wave within the band	0.1%	0.1%
(e) Broadcasting stations	0.01%	0.01%

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BROADCASTERS REAP ABOUT $2,000,000 FROM CAMPAIGN

Although final figures on expenditures of all political parties for time on the air during the presidential campaign may not be available until party reports are filed in Congress, indications on the eve of the election were that the total may reach nearly $2,000,000.

Although the major parties were slow to start their active campaigns this year, the fever point it has attained during the last few weeks has brought dollars rolling into the pockets of broadcasters throughout the country.

Preliminary estimates are that the Republican National Committee has spent $800,000 for radio time, while the Democratic National Committee has used $500,000. These figures do not take into account the money spent for regional hook-ups and local time by State and Municipal Committees and candidates.

"Including the time buying by minor parties", says Broadcasting, trade organ, "it is conservatively estimated that not less than $2,000,000 will have been spent with the networks and stations during the 1936 political campaign.

"CBS and MBS have declined to divulge political revenues until the campaign is over, but NBC reported that up to October 17 the Republicans had spent $275,000 on its two networks, and had $90,000 more worth of time booked for the rest of the campaign. Democrats, NBC reported, up to the same date had spent $165,000 on its networks, the Communists $20,000. On NBC-owned and managed stations political revenues up to Oct. 17 amounted to $75,000 from all parties. The Democrats had $65,000 more worth of time booked, the Communists $15,000, the Socialists $7,000 and the Union Party $9,000."

"The Communist radio campaign has been one of the surprises of the political picture", comments Newsdom, publishers' newspaper. "Financed by small contributions, and with Earl Browder, presidential nominee, as the main speaker, the party

has staged eight national broadcasts of fifteen minutes each, at a cost of $32,000, according to the Communist headquarters.

"But $33,000 more has been spent for local broadcasts in many sections of the country, a technique found valuable by other minor parties, notably the Socialists.

"In New York State, for example, the Communist party has given six fifteen-minute programs over state networks, three New York City broadcasts and thirty short programs over local stations, at a total cost of only $5,500, an unusually small cost for such coverage in a most densely populated area.

"The Socialist party has spent $15,000 for four national broadcasts upon major issues, and from $15,000 to $20,000 on some forty local programs."

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LOW POWER STATIONS DO SMALL SHARE OF RADIO BUSINESS

New data on the broadcasting power issue before the Federal Communications Commission came this week from the U. S. Census Bureau as it announced complete figures on the exhaustive economic survey of American radio stations.

Filling in figures that were released last August, the Census Bureau observed that the 238 stations operating with a minimum power of 100 watts or less in 1935 did only 11.4 per cent of the year's $86,492,653 business although they constituted 42.8 per cent of all commercial broadcasting outlets.

"There were 37 stations in the 200 and 250 watt group (only two operated with 200 watts power)", the report states. "The number in this group represented 6.6% of the total and did 2.7% of all station business. In the next group, for the most part 500 watters, were 94 stations, or 16.9%, of the total number and they did 13.5% of the total business. Thus the stations operating with a minimum power of less than 1,000 watts represented two-thirds (66.3) of all stations, but did only slightly more than one-fourth (27.6%) of the total business."

"It is interesting to note that as power increases the relative importance of local advertising decreases. Stations with power of less than 1,000 watts accounted for only 27.6% of total station time sales, but for 42.1% of time sales to local advertisers. Stations with 50,000 watts or more accounted for only 16.1% of the local business although they did 32.4% of all business.

"More than one-half (55.5%) of all radio stations did less than $50,000 of business each in 1935. These stations accounted for only 11.8% of all 1935 stations business. Thirty

of these stations, however, operated less than 12 months in 1935. Considering only those stations that operated during the entire year, 53% received less than $50,000 annual revenue.

"Stations with low revenue received most of their business from local advertisers. Those in the less than $50,000 group accounted for 20.3% of all local advertising revenue. Of the total business of these stations, 85.1% was from local advertisers.

"Stations with low revenue were, in general, stations with low power. Thus, of the 309 stations with less than $50,000 revenue, 208 operated with 100 watts, 72 with 101 to 999 watts, 25 with 1,000 to 4,999 watts, and four with 5,000 watts or more. Only 25 of these stations were affiliated with a network.

"Revenue per station increased with the size of the community, the 111 stations (19.7% of total) located in the 17 cities of 400,000 population and over doing 51.9% of all station business, the Bureau found. More than a fourth (27.6%) of all commercial stations were located in communities of less than 25,000 but they received just 5.6% of the total station revenue. Two-thirds of these locals operated with 100 watts or less and only 13.6% had power of 1,000 watts or more.

"It should be noted that the lower power stations obtain the bulk of their revenue from local advertisers regardless of the size of the community in which they operate", said the Bureau. "The relatively higher amount of local advertising of stations under 5,000 watts power operating in cities with a population of 400,000 or over is probably due to the fact that most of such stations were not affiliated with a network."

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NATIONAL LUTHERAN RADIO WEEK CALLED SUCCESSFUL

Observation of National Lutheran Radio Week October 25-31 was carried out with Lutheran broadcasts in every locality where a radio station was available, the Directors of KFUO, St. Louis, the Lutheran station, report.

The Rev. Herman H. Hohenstein, Director of Station KFUO, made the following statement in connection with National Lutheran Radio Week:

"The Lutheran Church regards radio as an effective means of carrying out the Lord's commission. 'Preach the Gospel to every creature.' Through KFUO, the Lutheran Hour, and the many independent Lutheran broadcasts throughout the North American Continent, millions of souls, during National Lutheran Radio Week, heard messages on the doctrine of the Bible and of the Reformation, namely 'that a man is justified by faith, without the deeds of the law.'"

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ZENITH OFFERS GUARANTEE TO ITS DISTRIBUTORS

Offering what is said to be the first guarantee of its kind, the Zenith Radio Corporation has sent guarantees, accompanied by explanatory letters, that Zenith will not change its present line of radio sets or add new ones before the end of the current radio season in April, 1937.

"Without such a guarantee no radio inventory is a safe investment for the dealer", the letter states. "You should impress your dealers with the thought that cabinet changes in the middle of the season are not made for his benefit, but for the benefit of the manufacturer whose models did not move as he expected.

"Any dealer who is foolhardy enough to purchase any stock of any manufacturer without such a guarantee from now on until April is likely to find himself loaded with old models that do not move. If you can get your dealers to demand the same kind of guarantee in writing from other manufacturers and distributors that you are willing to give now that you have our assurance, you may be able to save them many dollars and you will acquire for yourself and Zenith the larger degree and the greater confidence which our policy of protecting the dealer merits. Such a guarantee will not only protect the dealer's stock but also his time payments, as the public will not want to continue time payments on radios purchased in November that are obsolete in January."

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SARNOFF AND MARCONI IN ARMISTICE DAY BROADCAST

Two airplanes, flying high over New York, will be the focal points of a special four-way short-wave broadcast between the United States and Europe on Armistice Day. Messages of peace and international goodwill will be exchanged by outstanding American and European radio leaders.

David Sarnoff, President of the Radio Corporation of America; Senator Guglielmo Marconi; Robert Jardillier, French Minister of Communications, and Maurice Rambert, President of the International Broadcasting Union, will take part in the broadcast.

The program will be heard from 2:15 to 2:45 P.M., EST, over the NBC-Red Network, and will be sent to Europe by short-wave.

The broadcast will occur during a flight to Buffalo, Niagara Falls and Washington, D. C., arranged for a large delegation of European radio executives, who will be in this country for a study of American broadcasting methods and facilities.

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A. T. & T. FILES BRIEF ATTACKING FCC ORDER

Briefs were filed with the United States Supreme Court last week by the American Telephone and Telegraph Company and associated companies and by the General Telephone Company group in suits to enjoin the enforcement of an order of the Federal Communications Commission prescribing a uniform system of accounts for telephone companies.

A reply brief by the Commission is expected this week. Oral argument, with each side allotted one hour and a half, are scheduled for Nov. 13.

John Dickinson, First Assistant Attorney General, will argue for the Department of Justice and the FCC. John E. Benton, General Solicitor for the National Association of Railroad and Utility Commissioners, will present the arguments of that group. William D. Mitchell, former Attorney General, and Charles M. Bracelen, General Counsel of the A. T. & T. Company, will represent the Bell System, and Alden Klots will appear for the General Telephone group.

A ruling by the Supreme Court is anticipated by both sides before the postponed date of Jan. 1, 1937, for effective operation of the new accounting system.

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NBC SIGNS WSM AGAIN, TO BOOST NETWORK RATES

The National Broadcasting Company late last week renewed its contract with WSM, Nashville, and thereby defeated an apparent move on the part of the Columbia Broadcasting System to take over the station as it had three other NBC outlets in recent weeks.

At the same time it was disclosed that NBC is planning to boost its network rates on both the Red and Blue hook-ups probably January 1st.

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Judge Sykes, one of the Federal Communications Commissioners is scheduled to speak from Washington tonight over the NBC-Blue Network on the subject "Sixteen Years of Broadcasting." Judge Sykes' address will have special significance for the broadcasting industry since it marks the anniversary of the beginning of broadcasting on a regular schedule. On Election Eve, 16 years ago, KDKA, which claims to be the country's pioneer radio station, broadcast bulletins on the presidential election that put Warren G. Harding in the White House.

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INDUSTRY NOTES

William C. Perry, Musical Director for the NBC studios in New York and former director of many Broadways shows, died at the Banning Sanitarium, Banning, Calif., after an illness of several months. His age was 40.

CBS has distributed a handsome brochure concerning the return of the Chevrolet program with Rubinoff and other artists to a 92-station hook-up on October 18. The brochure also calls attention to the commercial success of Chevrolet, which led the low-price auto field this year.

NBC will be host to 1600 distinguished guests during a special Tenth Anniversary banquet in the Grand Ballroom of the Hotel Waldorf-Astoria in New York on Monday evening, November 9th.

Station KFYR, Meyer Broadcasting Co., Bismarck, N. D., has applied to the Federal Communications Commission for a modification of license to change power from 1 kilowatt nighttime, to 5 kilowatts daytime day and night. It now operates on 5 kilowatts daytime.

Under the title "Great and Growing Greater", NBC has issued a "blue book" describing the expansion of the NBC-Blue network. E. P. H. James, Advertising and Sales Promotion Manager, stated that in the first nine months of 1936 advertisers had spent well over $8,000,000 in NBC-Blue network time.

Expenditures for the first nine months of 1936 show that the drug industry still retains its 1935 title of the greatest user of NBC network facilities with an expenditure of $7,741,753. The next ranking user is, again, the food industry, with an expenditure of $6,841,437.

The most important gain was recorded by the automotive industry, which so far this year has expanded $1,940,603 with NBC, as compared with $1,127,528 for the same period in '35.

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HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF NOVEMBER 6, 1936

Election Campaign Boosts Prestige Of Broadcasting System.....2

NAA Time Signals Aren't Far Off.....3

Te;evosopm To Be Employed In New Indian Broadcasting Station...4
Listener Takes Issue With ASCAP Head.....4

NBC Announces New Network Rate Schedule.....5

Germany Exercises Censorship Over Radio.....6

Executives Still Best Paid Regular Radio Employees.....7

Examiner Recommends Television Grant To Farnsworth.....8
Swiss Market Poor For Foreign Manufacturers.....8

Air Commerce Demonstrates Radio Typewriters.....9

RCA Reports Big Gain For Last Quarter.....11
Testimonial Dinner To Be Given Don Flamm.....11

Scientists Use S. W. Sets For Communication.....12
Changes In Air Entertainment Shown In NBC Analysis.....12

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ELECTION CAMPAIGN BOOSTS PRESTIGE OF BROADCASTING SYSTEM

The American Plan of broadcasting is believed by Washington political observers to have been strengthened greatly by the outcome of the presidential election.

Because of the anti-New Deal attitude of the majority of newspapers, and of the necessary neutral policy of radio stations, these observers think that the prestige of the radio as an impartial conveyor of political addresses and news has risen to the greatest peak in its brief history.

Harry C. Butcher, Vice-President of the Columbia Broadcasting System, noted this trend several weeks before the election while on a cross-country tour. Everywhere, he said, people told him that they were relying on broadcasting stations, rather than newspapers, for their information relative to the campaign.

Radio's role in the campaign grew in importance as the election day neared. Political addresses filled the air, and on the night of November 3rd, practically the entire broadcasting system was used to convey election results as rapidly as they could be accumulated.

President Roosevelt, himself, has several times spoken approvingly of the American Plan of broadcasting, and it is believed that he would block any move toward government operation even though it should be proposed in Congress.

Of equally vital concern to broadcasters, however, is the threat that the President will revive the National Recovery Administration and they consequently will be forced to adopt higher wage scales and shorter hours.

The radio industry is in a better position to adopt a new NRA code than it was in 1932, though, because of the marked upswing in business within the past year.

Even the "Vandenberg incident" dwindles to insignificance under the avalance of the New Deal victory, and it is now believed that any protest against the CBS or the Federal Communications Commission over the action of the network in cutting the Michigan Senator off the air will be pigeon-holed by Democratic Committees in Congress.

The prestige of radio is expected to continue to grow under President Roosevelt's administration. Broadcasters freely admit that the frequent use of the ether lanes by the Chief Executive to deliver periodic messages to the Nation, as in the "Fireside Chats", has been the most effective advertising that the industry could hope for.

Any loss that networks and stations have suffered from cancelling commercial programs to permit the President to speak, it is said, has been more than offset by the good-will engendered for the broadcasting system.

Networks and advertising representatives are reported to be preparing charts and brochures to show business men the tremendous influence of radio in molding public opinion as shown by the presidential campaign and election.

The growing value of radio as a medium of transmitting news is evidenced by the somewhat belated scramble of publishers for radio facilities.

All over the country newspapers are buying or trying to buy stations within their territory. Both the Hearst and Scripps-Howard chains are establishing the groundwork for networks of their own. All of the Washington, D. C. papers, except the Evening Star, are seeking radio facilities, and the latter is using WMAL consistently and is understood to have an option on it.

The broadcasting of periodic news reports is expected to become more widespread and to expand in its content. The former hostility of the publishers and press associations to the practice is dwindling as the newspapers themselves get a greater hand in radio transmission.

In fact, the American Plan of broadcasting is believed by most observers to be just beginning its Golden Era, threatened only by the danger of suicide from over-commercialization.

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NAA TIME SIGNALS AREN'T FAR OFF

Listeners who set their watches by the time signals broadcast from Station NAA, just outside Washington, are reasonably safe. The Bureau of Standards, after some investigation, reports:

"Corrected values of the NAA time signals which were observed daily, had in terms of a 24-hour interval an average deviation for the year of 0.49 part in 10 million, and an average of monthly maxima of 1.7 parts in 10 million. Constancy based on the time signals is thus markedly inferior to constance based on the oscillators."

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TELEVISION TO BE EMPLOYED IN NEW INDIAN BROADCASTING STATION

A high-powered radio broadcasting station equipped for television will soon be installed near Hyderabad, India, a report to the Commerce Department from its Calcutta office shows. The new station which is being installed by the Marconi Company is expected to begin broadcasting in December.

Another station for broadcasting sound programs throughout the State of Hyderabad is scheduled to be installed at Aurangabad, it was stated.

As in all the broadcasting plans made in India, it is pointed out, rural broadcasting will have an important place in this project. It is planned to equip mobile receiving and transmitting stations in motor vehicles which will tour the districts receiving programs and also transmitting important events to Hyderabad City, the report states.

It is reported in Calcutta that the Marconi Company has received a contract for the erection of five radio stations in Afghanistan, the principal station to be located at Kabul, according to the Commerce Department.

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LISTENER TAKES ISSUE WITH ASCAP HEAD

The following letter, signed only with the initials "L.E.", appeared in a recent issue of World-Radio, BBC journal, under a London date-line:

"Sir, - I recently read somewhere that the President of the American Society of Authors, Composers, and Publishers had taken a very sombre view of the future of any music written today. 'In the old days, prior to broadcasting', he said, 'it took three or four years for an American song to sink into the hearts of the people. Today, with more than 600 broadcasting stations, the popularity of any song, no matter how splendid it is, lasts no more than six weeks.'

"This statement - which, so far as the last sentence is concerned, is surely a gross exaggeration - gives much food for thought. Is it, or is it not, true that any song, no matter what its merits, which has the misfortune to be born in these days of broadcasting has but a short time to live? Granted that a huge percentage of the ditties, which by some mischance achieve a sudden and widespread vogue, quickly return to the void whence they sprang; but, without the aid of broadcasting, they would never have been heard of?

"Some there are which, belonging entirely to the era of broadcasting, are likely to be old favorites a century hence. What about songs by Vaughan Williams, John Ireland, Eric Costes, Ravel, to name only a few? And what of those songs, dear to all, the inclusion of which in broadcast programs makes them if possible still more treasured?"

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NBC ANNOUNCES NEW NETWORK RATE SCHEDULE

Indicating both prosperous trend of the country and the expansion of its network facilities, the National Broadcasting Company this week announced a new network rate schedule with higher charges to become effective December 15.

Roy C. Witmer, Vice-President in Charge of Sales, explained the increased rates thus:

"Radio ownership has increased steadily since our current rates were established in 1934, and numerous NBC stations have greatly widened their coverage in the past two years. Our adjustment with stations results in an overall increase for complete national service of approximately 10 percent. Discount brackets are unchanged.

"Listeners cost less. The new NBC rates represent a lower overall cost per reachable radio family than any previous network rate in NBC history. As of January 1, 1936, there were 33,869,000 radio families in the United States, according to the estimate of the Joint Committee on Radio Research, representing advertisers, agencies and broadcasters. This is an increase of 4,920,838 radio families, or 27 percent, over the 17,948,162 in 1934, on which the current NBC network rates were computed. The comparison is between a 10 percent rate increase and a 27 percent radio family increase.

"Network advertisers who have contracts with us as of December 15, 1936, may continue on the present rate basis for any period or periods up to and including December 14, 1937, provided that they continue existing series of broadcasts without interruption, using the facilities under contract at the time the rate adjustment becomes effective. Additions to such facilities may be made on the old rate basis, but the adjusted rates are applicable to all new broadcast series contracted for on and after December 15, 1937."

The rate card shows a charge of $8,000 an hour for the basic Red Network with stations in 21 large cities. For the basic Blue network with the same number of stations the rate is $7,200. Rates vary for supplementary groups from a few hundred dollars to $1,320 for the Southwestern Group.

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GERMANY EXERCISES CENSORSHIP OVER RADIO

Strict censorship is applied to radio programs in Germany, the U. S. Department of Commerce reports. Broadcasting is under government control.

"The idea is that radio is to nurture the culture of the people, and to be able to do this the programs must remain in Germany non-Jewish and distinct Nazi in tone", the Department states. "Jazz music of foreign origin, for example, has long ago been banned. The radio is supposed to be politically free, but nobody is allowed to expound any theories that are not Nazi and that have not been approved by the Nazis. The radio is occupied many hours of the day with Nazi propaganda speakers. A great deal of this is 'canned' and talks by Hitler have been recorded and played over the radio weeks after the speech was delivered. Nevertheless, the programs generally broadcasted are well worth while as far as they go. The principal fault found with them is that they are too serious and too exclusive of everything that is not Nazi. Broadcasting is carried on in Germany from 12 to 15 hours a day.

"The international short-wave station operates with directional antenna and during hours that correspond to 'listening periods' in the countries to which the programs are sent.

"Advertising is no longer permitted on the radio in Germany. It was never allowed on anything but a small scale.

"All receiving sets are licensed at the rate of 2 reichsmarks (one mark equals about 40 cents) per month per apparatus. This fee is paid to the Ministry of Posts but the money collected is used exclusively for broadcasting. Radios may be temporarily removed from tax rolls and special provisions are made to allow radio receivers to be operated free by unemployed. Once a license is cancelled, however, the set must be put out of condition and all aerials and ground wires must be removed. Aerials must be built so that a distance of at least 1 meter is maintained from public telegraph, telephone and other wireless installation. Other regulations provided for ample safety from lightning and short circuits. Licenses are granted to all Germans over 16 and to all foreigners except, according to an old law which has not, as far as can be learned, been repealed, to Russians, Poles, and Slavs."

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EXECUTIVES STILL BEST PAID REGULAR RADIO EMPLOYEES

Despite the lucrative seasonal contracts obtained by star performers on the radio, the executives still lead the field in regular annual salaries from broadcasting stations, the U. S. Census Bureau states in its recent census of the industry.

Among the 13,139 persons employed by the 557 stations reporting for an average week in 1935 executives averaged $96 a week, while station talent artists got only $41.

At that the artists did better than the announcers who averaged only $29 a week, according to the Census Bureau. In both instances the pay varied, however, among geographical regions with New England giving artists $59 for the peak and the East North Central States paying announcers $31 for the top.

Artists accounted for 31.7 percent of the total number of employees and 26.6 percent of the total weekly pay-roll. This was greater, both in number and pay-roll, than any other single group. Of the 4,169 artists, more than one-half (52 percent) were employed on a part-time basis. They accounted for 76 percent of all part-time employees and 78 percent of the total weekly part-time payroll. Thus, artists represented the major element in the part-time employment of broadcast stations.

"The average weekly wage of artists was surpassed only by executives and supervisors", the Census Bureau said. "Full-time artists received an average wage of $41 per week and part-time artists $15 per week. It must be remembered that artists employed directly by advertisers or by radio networks are not included. These data apply to station personnel only. If artists employed by networks were included the average wage would be still higher.

"Station technicians accounted for the second largest group of employees both in number and weekly pay-roll. Technicians on a full-time basis received more total pay than any other group of full-time employees although the average wage of $35 per week exceeds only the weekly average for office employees and announcers. More than 96 percent of all technicians were on a full-time basis.

"Executives received the highest average weekly wage and supervisors were second. In total weekly income, however, these two groups were at the bottom of the list. It should be remembered, that if the ill individual proprietors and partners were included the relationships would be slightly changed.

"Office and clerical employees were third both in number and total weekly pay. However, their average weekly wage was less than that of any other group."

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EXAMINER RECOMMENDS TELEVISION GRANT TO FARNSWORTH

Philo T. Farnsworth, who some years ago was dubbed the "boy wonder of television", cleared the first hurdle in his move to establish a television station in Philadelphia when Examiner R. H. Hyde recommended this week that his application be granted.

Under the name of the Farnsworth Television Corporation he had applied to the Federal Communications Commission for a permit to erect an experimental station for operation on 1,000 watts and 42,000-56,000 and 60,000-86,000 kc.

Examiner Hyde said that he had found that the applicant "has a program of research and experimentation affording reasonable promise of substantial contributions to the development of the visual broadcast art", and "that the program of research and experimentation is to be conducted by qualified engineers."

The television system developed by Mr. Farnsworth over a period of eight years and with the expenditure of from $700,000 to $800,000 is an all-electric plan of high definition having none of the flying disks or other mechanical devices used in the earlier experiments with television.

One of Mr. Farnsworth's witnesses at a recent hearing told the FCC Examiner that the former "has progressed much further in production of detail and elimination of flicker than others in this country and than either the Baird Television in England or the Ferenseh Company of Germany."

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SWISS MARKET POOR FOR FOREIGN MANUFACTURERS

The situation for American radios on the Swiss market at present is decidedly unfavorable, according to the U. S. Bureau of Foreign and Domestic Commerce. American products are faced with the formidable competition of domestic and certain foreign makes. As a result of the protection afforded by import restrictions, the domestic radio industry has passed beyond the stage of infancy and is now able to manufacture on a commercially profitable basis. The general tendency in this country to give preference to domestic products is becoming an increasingly serious impediment. In addition, the Philips concern, which dominates the Swiss market, is constantly resorting to means which make it more difficult for dealers to sell American radios.

A serious obstacle to the sale of American radios in Switzerland is a recent regulation issued by the Federal Price Control Bureau fixing minimum prices for various types of receiving sets. The methods of determining and fixing retail prices is, in effect, discriminatory against American manufacturers. As a result of this unfavorable development, indications point to a further decline in imports of American radios, despite the concessions granted to the United States in the Trade Agreement with Switzerland. Unless something unforeseen should happen in the second half of this year, importers will not be able to utilize fully the higher contingents allotted to them under the Trade Agreement.

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AIR COMMERCE DEMONSTRATES RADIO TYPEWRITERS

Radio transmission of teletypewriter communications was demonstrated by the Bureau of Air Commerce recently at its experimental radio station, Silver Hill, Md., for about 50 members of the Radio Technical Committee for Aeronautics who attended a meeting of the committee in Washington.

The members of the committee saw messages being transmitted from the Silver Hill station to a similar station 40 miles away near Baltimore, and also saw messages coming in from Baltimore over the system for radio and teletypewriter communication which has been developed by the Bureau.

In transmitting a message by radio teletypewriter, the operator types his dispatch on a regular teletypewriter machine such as is used for land wire teletypewriter circuits. As he strikes a letter the teletypewriter machine completes a series of electrical contacts keyed to represent the letter. There are 5 contacts possible, and the letter may be represented by any 1 of the 5, or by any combination of 2 or more.

If the combination is 1, 3 and 5, say, the machine transmits 3 electrical impulses with spaces between indicating the omission of 2 and 4. These electrical impulses are directed into the radio transmitter and go onto the air as code dots and spaces.

In the radio receiver at the other end of the circuit the dots and spaces are converted back to electrical impulses and directed in a teletypewriter machine which prints the message.

The Bureau System of radio teletypewriter transmission provides not only for sending and receiving between stations, but also for relaying of messages to additional stations. The relay is accomplished by radio. A receiving station not only prints out the message on the teletypewriter, but also retransmits the special code. Thus, there may be a series of stations along the

airway. The first station would send, and the second would receive the message by teletypewriter, also re-transmitting the radio code to the third station. The third station in turn would receive and relay to the fourth, and so on. As radio signals travel with the speed of light, the individual letter typed onto the sheet at the beginning station would be relayed down the line to all of the other stations in the circuit almost instantaneously.

In the experimental circuit between Silver Hill and Baltimore, Silver Hill transmits to Baltimore, which receives the message and relays it back to a receiver at the Silver Hill station, or the messages may originate at the Baltimore station.

When the members of the Radio Committee entered the building at the Silver Hill station, the teletypewriter printer was tapping out a message from Rex Martin, Assistant Director of Air Commerce in charge of Air Navigation, and Chairman of the Committee. The message follows:

"Greetings to the members of the Radio Technical Committee for Aeronautics via the Bureau of Air Commerce radio teletypewriter circuit which has now operated successfully between Baltimore and Washington over a period of more than a year.

"This is an achievement in the art of radio and a distinct advance in the field of communications. Its realization has required vision and hard work upon the part of Government radio engineers to whom the task was assigned some 2 years ago.

"The use which can be made of this new and more economical means of communication is dependent upon comparable vision on the part of administrators.

"There are three roads to follow: One leads to development and use by private industry, the other by Government. The third path is the center road upon which Government and industry can travel together to the advantage of both."

Operation of the system was explained to the radio men by W. E. Jackson, Chief of the Radio Development Section, and J. C. Hromada, Bureau radio engineer in charge of this project.

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Television in France is in its infancy, according to the U. S. Bureau of Foreign and Domestic Commerce. At present there are only five manufacturers selling television sets and, according to them buying is restricted, owing to the fact that the sets are rather expensive, none of them selling under 4,000 francs. There is only one broadcasting station in France which at best cannot transmit more than 60 kilometers, thus limiting the prospective market to Paris and its immediate environment. The public, however, is keenly interested as can be noted from the exhibitions given throughout Paris.

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RCA REPORTS BIG GAIN FOR LAST QUARTER

David Sarnoff, President of the Radio Corporation of America, released for publication yesterday (November 5) the statement of income and surplus of the Radio Corporation of America and its service companies for the third quarter of 1936 and the first nine months of the year.

The statement shows a net income of $1,083,604, for the third quarter, ending September 30, representing an increase of $571,617 over the corresponding quarter of last year. The net income of $2,847,384 for the first nine months of 1936 is an increase of $46,261 over the corresponding period of 1935.

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TESTIMONIAL DINNER TO BE GIVEN DON FLAMM

Radio executives, leaders in politics, and stage, screen and radio stars will speak over Station WMCA Saturday evening, November 14, as guests at the testimonial dinner tendered Donald Flamm, President of WMCA. The dinner, which is being given him by the Board of the Infants Home of Brooklyn, will be held at the Hotel Plaza, New York, and broadcasting will start at 10 P.M.

Among the notables who will be heard are: Anning S. Prall, Chairman of the Federal Communications Commission; James J. Walker, former Mayor of New York; David Sarnoff, President of RCA; Alfred McCosker, President of WOR; Ferdinand Pecora, Judge of New York Supreme Court, and Max Steuer, prominent lawyer. Others on the speakers' dais will be Rudy Vallee, Grover Whalen, Gabriel Heatter, Gene Buck and Eddie Dowling.

Several additions to station staff in the past ten days have marked the progress of Mr. Flamm's development of the news coverage work of Station WMCA, feeding the Inter-City network. Hal Janis, sports editor of the station has undertaken the supervision of a new daily news program titled "WMCA High School Reporter", covering news of activities of high school students in Greater New York.

Working under Mr. Janis in this new department will be Emanuel Demby, former high school student, and a corps of 48 correspondents, located in the 48 high schools of Greater New York.

James Jemail, inquiring photographer for the New York Daily News started a new commercial for Barney's Clothes, being heard on WMCA nightly in inquiring reporter broadcasts.

Further bolstering up the staff to give WMCA wider coverage, Mr. Flamm has also announced the employment of Spencer Hare to handle production on special remote broadcasts late at night. In addition to the special news features, WMCA continues to use International News and Universal Service for its four-a-day news strips. Editors on the staff compile the broadcasts, working under the direction of Larry Nixon, head of the WMCA Press Dept.

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SCIENTISTS USE S. W. SETS FOR COMMUNICATION

By picking up a special telephone on their desks, scientists at the California Institute of Technology, Pasadena, Calif., and the Astrophysical Observatory, home of the 200-inch telescope on Mount Palomar, about 100 miles away, can establish instant radio communication, according to Science Service.

Eventually the ulstr-shortwave experimental radio stations at Palomar and Pasadena will be so developed in technique that astronomers at the 200-inch telescope eyepiece can converse with observers at the Mount Wilson Observatory 100-inch, at present theworld's largest telescope, about new phenomena in distant space.

At present the stations W6XKX at Pasadena and W6XKY at Palomar, are being used to study the behavior of short waves and for communicating on problems concerning construction of the 200-inch telescope plant.

These stations operate on a seven-meter band, or below ten meters, the limit set for practical commercial use.

To test the effects of humidity and temperature upon these short waves, scientists are stationed on Mount Wilson with a "noise" machine which records the intensity of a constant wave broadcast between the stations from 8 A.M. to 5 P.M. only and daily.

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CHANGES IN AIR ENTERTAINMENT SHOWN IN NBC ANALYSIS

According to the latest NBC program analysis, the Talks Classification last month registered an increase of 72 per cent over September, 1935. Political orators were, of course, a factor in this high increase - although Federal officials made only two more mike appearances than in the same month of the previous election year.

A less transitory, hence more important, factor is the growing vogue for programs depending on listener participation - such as the Good Will Court, Uncle Jim's Question Bee, We, The People, Sidewalk Interviews, and others, NBC explains.

Sponsored program hours rose 15 percent during the month, with increases also shown in Current News Topics, Drama, Comedy-Drama, Special Sports Events, News and Novelty groups. The average daily production on NBC networks during September exceeded 53 hours.

International broadcasting continues to climb. Last month it hit a new high, with 42 programs originating at NBC being rebroadcast in foreign countries.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF NOVEMBER 10, 1936

Press Pleased With "Inside" View Of Television.....2

Press-Radio Bureau Passes Big Test.....4

Moscow Reports Television Experiments.....5

1600 Pay Tribute To NBC At Anniversary Dinner.....6

Prall Credits Radio With Big Role In Elections..... 7

FCC Rebuked By Court For Wire Seizures.....9

Roosevelt Renews Approval Of American Broadcast Plan.....10
NBC Claims To Be World's Largest Ad Medium.....10

RCA Attacks Ruling Of Labor Board.....11
Political Expenditures Total $51,906 On WOR.....12

WOWO And WGL To Join NBC's Networks.....12

No. 979

November 10, 1936.

PRESS PLEASED WITH "INSIDE" VIEW OF TELEVISION

Newspapermen from scattered cities got their first complete view of the television developments of the Radio Corporation of America last Friday, November 6, and most of them found the experiments good and somewhat beyond their expectations.

During a 40-minute demonstration pictures were broadcast from the RCA transmitter on top of the Empire State Building, New York City, and were received on the 62nd floor of the RCA Building.

More than 200 guests watched the performance in a "theatre" room on the sixty-second floor of the skyscraper in Rockefeller Center. They saw the show as reproduced by fifteen of the latest television receivers lined up in a darkened room, the walls of which were draped in black.

The demonstration possessed four features not included in previous demonstrations of television. It was the first made by RCA and the National Broadcasting Company for the press under practical working conditions, although previous demonstrations of laboratory television have been given. It represented the first showing of a complete program built for entertainment value as well as a demonstration of transmission. It also included the first showing of a new 12-inch receiving tube, which reproduces a picture on a 7½ by 10-inch screen. This is the largest screen yet employed which is capable of commercial adaptation.

A fourth feature of the demonstration was a television tour behind the scenes. By means of an especially prepared moving picture film, the guests were conducted through the NBC television studios in the RCA Building and the transmitter station at the top of the Empire State Building.

The television curtain went up at 2:30 o'clock. Two little girls stepped into view and pulled aside the studio curtains as the signal for Betty Goodwin, the announcer, to begin the show.

Maj. Lenox R. Lohr, President of the National Broadcasting Company, was introduced for a brief address of welcome to the guests.

"At last, television is out of the laboratory and into the field, undergoing tests which will assure that it does not reach the public until it is capable of satisfactory service", he said.

"The role of the National Broadcasting Company in television will be operating transmitters, programming, and, when it becomes available for commercial use, securing sponsors. In order that we may be prepared to do our part, our engineers are daily putting apparatus on the air under practical service conditions. Our Program Department is learning an entire new technique in continuity writing, make-up, stagin, and a multitude of other details which this new art will demand. It is experimenting with commercial programs to determine the effectiveness of television to sell goods."

David Sarnoff, President of the Radio Corporation of America, walked into view through space and reported on the results of the experimental field tests which began in June from the Empire State Building's copper alloy aerial.

"The tests have been very instructive in that we have learned a great deal more about the behavior of ultra-short waves and how to handle them", he said. "We know more about interferences, most of which are man made and susceptible of elimination. We have surmounted the difficulties of making apparatus function outside of the laboratory. We have confirmed the soundness,of the technical fundamentals of our system, and the experience gained through these tests enables us to chart the needs of a practical television service.

"We shall now proceed to expand our field test in a number of ways. First, we shall increase the number of observation points in the service area. Next we will raise the standards of transmission from 343 to 441 line definition.

"One of the major problems in television is that of network syndication. Our present facilities for distribution of sound broadcasting cover the vast area of the United States and serve its 128,000,000 people. Similar coverage for television programs, in the present state of the television art, would require a multiplicity of transmitters and network interconnection by wire or radio facilities still to be developed.

"Our program is three fold; first we must develop suitable commercial equipment for television and reception; second, we must develop a program service suitable for network syndication; third, we must also develop a sound economic base to support a television service.

"From the standpoint of research, laboratory development, and technical demonstration, television progress in the United States continues to give us an unquestioned position of leadership in the development of the art. In whatever form such progress may be evident in other countries, we lead in the research which is daily extending the radio horizon, and in technical developments that have made possible a transmitting and receiving system that meets the highest standards thus far obtainable in field demonstration."

From Mr. Sarnoff, the show switched to a newsreel captioned "Four More Years." President Roosevelt was the main protagonist; he was seen voting at Hyde Park, greeting his neighbors from the front porch of his home and reading election congratulations. Mr. Roosevelt's face, as the "smiling winner" registered clearly.

Other films were then projected on the air, covering a variety of subjects.

Hildegarde, a radio singer, then revealed the televison possibilities for those invisible artists who today sing through the microphone.

The outstanding question put to the engineers was, "When will television be ready for the home?" They declined to make a prediction, but stressed the present high costs. Standard equipment will be necessary before low-cost, foolproof instruments will be ready for home use, they said.

It was pointed out that one large tube in the transmitter costs as much as two low-priced motor cars, and several such tubes are used.

Several important problems must be solved, Mr. Sarnoff explained, before home television is practical. First, transmitter stations must be developed and standardized to perform with lock-and-key precision through receivers at a price which the public can afford. Second, program technique must be studied and developed to justify public service. Third, some economic base must be found to finance the television entertainment.

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PRESS-RADIO BUREAU PASSES BIG TEST

The Press-Radio Bureau had its baptism of fire on the night of November 3rd, according to Editor & Publisher, and came through unscathed. It was its first handling of returns from a presidential election.

"The Press-Radio Bureau of the Publishers' National Radio Committee supplied the returns to both networks of the National Broadcasting Company, the Columbia Broadcasting System, and to several individual radio stations being a key factor in the all-important radio coverage which this year reached new levels of abundance", Editor & Publisher recalled.

"United Press, International News Service, Universal Service and Trans-Radio Press Service results also were on the air constantly.

"It was a supreme test for the Bureau under James W. Barrett, editor-in-chief, and judging by reports from radio executives and listeners, the Bureau succeeded.

"Mr. Barrett prepared for election weeks in advance. He organized a special staff of experienced newspaper and radio editors and writers, and also took a special suite of rooms adjoining the regular offices of the Press-Radio Bureau. A special equipment of work tables, teletype machines, telephones, charts and bulletin boards was also installed.

"In addition to its regular service from the AP, UP, INS and Universal the Bureau had made special arrangements with the AP under which the Bureau had its own special squad working at the AP offices in a space adjoining the AP Election Service.

"The Press Radio men selected from the great volume of AP copy the most important EOS bulletins giving returns from the various states as quickly as possible after poll closing. These men had a specially prepared chart showing the time of poll closings in terms of New York time, marked so as to indicate the states whose votes would probably determine the election.

"Under this system the latest and most important copy was routed ahead of the bulletins from other states which were already in the bag for Roosevelt. Thecopy from AP was carried on two special teletype machines.

"G. Robert Carley, regular day editor, Dick Chaplin, and Francis J. Tietsort, had charge under Mr. Barrett.

"Bureau election copy began to go out at four o'clock, but at six o'clock the system was in full operation and continued on until 2 a.m. After that the Bureau assembled a complete five minute summary of the national results which was broadcast by NBC and CBS shortly after 7 o'clock Wednesday morning."

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MOSCOW REPORTS TELEVISION EXPERIMENTS

Since October 1st, regular television receptions are being carried out in Baku organized by the Azerbaijan Radio Committee, according to Radio Centre, Moscow. The receptions of television are taking place in a radio-studio which is receiving the television broadcasts of the Moscow radio-stations.

The programs of broadcasts include - plastic dances, scenes from operas, rendered by well known artists, readings by writers and poets and a photo-chronical.

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1600 PAY TRIBUTE TO NBC AT ANNIVERSARY DINNER

More than 1600 persons, many of them prominent in this country or abroad, paid tribute to the National Broadcasting Company for its ten years of radio progress at the network's tenth anniversary dinner at the Hotel Waldorf-Astoria, New York, Monday evening.

Prominent government officials, business leaders, and newspaper men, together with radio executives of foreign nations, were present at the dinner.

President Roosevelt sent a message of congratulations and Anning S. Prall, Chairman of the Federal Communications Commission, spoke (See stories elsewhere in this release).

David Sarnoff, President of the Radio Corporation of America, toastmaster, predicted that within ten years the millions who now listen in their homes will be able to see as well as to hear by radio.

Dr. Henry Sloane Coffin, head of Union Theological Seminary, recalled that ten years ago certain principles were laid down to govern religious broadcasts and that to date these principles had proved wise.

"Radio has fostered not merely tolerance, which is a negative quality; it has fostered mutual understanding and mutual appreciation", he continued. "It has built up the spiritual solidarity of the land."

M. H. Aylesworth, former President of NBC, who now heads the Board of RKO, praised the Federal Communications Commission because it had "wisely refrained from interference with the freedom of the air in the programs and policies laid down by the broadcasters and their advisers."

Dr. Karl T. Compton, President of the Massachusetts Institute of Technology, traced the history of radio drom the technical standpoint, and then evaluated broadcasting in the social and educational life of the nation.

"As an impartial agency", he declared, "radio has just demonstrated its tremendous power for good in educating the masses of the people regarding the political issues of the day. Whether we like their decision or not, I think we must admit that the people knew what it was all about and knew what they wanted as probably never before."

Maurice Rambert, President of the International Broadcasting Union, who is credited with having built the first amateur radio receiver on the continent, told of his work in forming the union and the progress that has been made in international cooperation between the radio organizations of all lands.

"The guests of honor included Postmaster General James A. Farley, Secretary of Agriculture Henry A. Wallace; Robert Jardillier, French Minister of Communications; former Vice-President Dawes; C. D. Howe, Minister of Transportation for Canada; Mr. Rambert, who also is President of the Swiss Broadcasting Company; Owen D. Young, Chairman of the Board of the General Electric Company; A. W. Robertson, Chairman of the Board, of Westinghouse; Paul D. Cravath, Chairman of the Board of the Metropolitan Opera; Walter Damrosch, and Dr. Coffin.

Also Colby M. Chester, Chairman of the Board, General Foods Corporation; Dr. Compton, General James B. Allison, U.S.A.; William Green, President of the American Federation of Labor; Gerard Swope, President of General Electric, and Felix M. Warburg, financier.

Other guests were twenty-five radio executives of thirteen foreign nations who are visiting this country as guests of the NBC. The countries represented are England, France, Canada, Italy, Germany, Austria, Czechoslovakia, Denmark, Holland, Poland, Sweden, Switzerland and Yugoslavia.

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PRALL CREDITS RADIO WITH BIG ROLE IN ELECTIONS

Anning S. Prall, Chairman of the Federal Communications Commission, credited by intimation the American Plan of Broadcasting for the outcome of the presidential elections during an address at the NBC anniversary dinner in New York City Monday night.

At the same time he pointed out that President Roosevelt and other administration candidates were not given any advantage over rival Republican or even Communist office-seekers so far as the radio was concerned.

"For sometime past, forces have been working for government ownership of all broadcasting in the United States", he said. "They have pointed to Europe's government-owned systems in support of their arguments, but lately these proponents of a state-owned broadcasting appear to have become less articulate. Perhaps they have been comparing the free American radio with the methods used in other nations. As an illustration we can take our experience in the recent national elections campaign. A President and a majority of the Congress were elected. That campaign was waged largely by radio. Many think it was won and lost by the oratory over the air, but did President Roosevelt and other administration candidates for public office have the exclusive use of that ether? No indeed they did not. Every American citizen knows that Landon and Knox and Thomas and Lemke and Browder had the right to equal time and got it consistent with

their demands and on the same basis. It has been a splendid test of the American system. That is freedom of expression. That is true democracy. That is America!

"At this time I cannot overlook the fact that during the last four years - four years under President Roosevelt - radio broadcasting has made greater strides in public service, in good will, and in financial stability than during any other period in its brief but meteoric history. Not only this and other industries but American humanity has emerged from the chasm of the blackest economic depression we have ever known.

"Who among you would have believed ten years ago that as much could have transpired in broadcasting in that brief span - perhaps only those broad-visioned men who founded the National Broadcasting Company, but I am even skeptical of that.

"Certainly it is a tribute to those men who had the courage and the foresight to undertake the creation of the World's first network in those Autumn days of 1926 when radio still was regarded as a mere novelty - a passing fancy that seemed destined to go the way of the hoop skirt and the bustle - the brown derby and the miniature golf course.

"Those men who conceived the idea of an NBC - Mr. Owen D. Young, David Sarnoff, Gen. James G. Harbord, A. W. Robertson, the late H. P. Davis and M. H. Aylesworth - deserve the plaudits of the nation for that contribution alone. It was six years after broadcasting really got its start that the plan for a hook-up of stations by wire crystalized.

"I am told that the man who decided upon this project had a two-fold mission in mind - they saw in it a means of mass communication, of entertainment. By putting attractive programs on the air they felt they could arouse the public interest to the point where receiving sets would be sold. These men were manufacturers primarily. It was a merchandising plan basically. Did they see in radio then a potentially great medium for the molding of public opinion, the education and entertainment of the people, even in the remotest corners of the land? Did they recognize it as a virile, bright advertising medium which ultimately would pay its own way?

"These men in typically American fashion made the best of their opportunities. Through proper guidance during its adolescence, broadcasting became the composite newspaper, magazine, concert hall, schoolhouse, church and public forum. True, in the process it developed some of the ailments that are usual with the growing child, but the medical treatment was there, and I like to believe the crisis is passed.

"But more than that, under our form of government radio has become the purveyor of public good, of enlightenment and of culture. American radio, we believe, is the finest in the world because it has been permitted to develop unfettered by too many restraints of government. Whatever may be said to the contrary, there is complete freedom of speech over the American ether - only laws andrules of common sense, common decency and libel are the limiting factors. And these should be observed in the spirit as well as in the strict letter."

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FCC REBUKED BY COURT FOR WIRE SEIZURES

Although the U. S. Court of Appeals in Washington this week upheld the Supreme Court of the District of Columbia in denying an injunction against the Black Senate Lobby Investigating Committee to William Randolph Hearst, it rebuked the Federal Communications Commission for what it termed the illegal act of copying thousands of telegrams and turning them over to the Committee.

Senator Minton (D.), of Indiana, a member of the Committee defended action of the Communications Commission, which he said "was making an investigation of its own at the time and turned the telegrams over to the Committee merely as a convenience to telegraph companies which otherwise would have been forced to duplicate their work on thousands of telegrams."

Mr. Hearst's appeal was filed after the Federal District Court had dismissed his original petition for an injunction against the Committee on grounds of lack of jurisdiction.

At the same time the District Court withheld an injunction against the Communications Commission on its promise to discontinue giving the Senate Committee, which is headed by Senator Black (D.), of Alabama, telegrams it had obtained for another purpose.

But for the assurance by the Commission that it would cease seizure of telegrams, the District Supreme Court properly could have enjoined the Commission, the Appellate Court said.

"We think", it added, "that a dragnet seizure of private telegraph messages as is alleged in the bill, whether made by persons professing to act under control of authority from the Government or by persons acting as individuals, is a trespass which a court of equity has power to enjoin."

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ROOSEVELT RENEWS APPROVAL OF AMERICAN BROADCAST PLAN

President Roosevelt this week reiterated his approval of the American Plan of Broadcasting in a letter addressed to Anning S. Prall, Chairman of the Federal Communications Commission, and read at the NBC anniversary dinner in New York.

After expressing regret at his inability to attend the dinner and stating that NBC "has achieved a decade of useful service which merits hearty congratulations", the President added:

"Although radio has made a general contribution to the cultural life of our people, it is the maintenance of the open forum for friendly and open debate and discussion that gives the American system of broadcasting preeminence. Radio broadcasting is an essential service to the American home in the molding of public opinion. It must be maintained for the American people, free of bias, or prejudice, or sinister control. Every controversial question was argued and responsible representatives of political parties or groups were permitted an opportunity to present views over the radio in the recent general elections. This is as it should be.

"The National Broadcasting Company has made a contribution to the radio art during the past ten years and I am sure that its officials will accept as a challenge their responsibility for the future."

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NBC CLAIMS TO BE WORLD'S LARGEST AD MEDIUM

The National Broadcasting Company with gross time sales reported as $23,800,143 in the first nine months of 1936, announced last week that "In ten years the National Broadcasting Company has become theworld's largest national advertising medium." This was amplified by the statement that "Tody NBC tops every single national advertising medium by a comfortable margin, in terms of dollars and cents revenue received from advertisers."

For the full year 1935, time sales of NBC were reported as $31,148,930. This and the figure given above, however, do not allow for contract discounts.

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RCA ATTACKS RULING OF LABOR BOARD

"The action of the National Labor Relations Board in certifying the United Electrical Radio Workers of America as the exclusive bargaining agency for all the workers in our Camden plants", said E. T. Cunningham, President of RCA Manufacturing Company, Inc., "is a contradiction of the law which created the Board. That law provides: 'Representatives designated or selected for the purpose of collective bargaining by the majority of the employees in a plant or unit appropriate for such purposes, shall be the exclusive representatives of all the employees in such unit for the purposes of collective bargaining.'

"Since the settlement of the strike by mutual agreement between the United Electrical Radio Workers of America and the Company, labor relations at our Camden plants have been peaceful, and collective bargaining is in effect with the several unions there including the UERWA union", he added.

"This decision of the Board would establish minority rule because in theelection held under the auspices of the Board, out of a total of 9,752 employees declared by the Board to be eligible, only 3,016 - less than one-third - voted for exclusive representation by UERWA. The decision would make this minority union the sole bargaining agency for all and thereby destroy the bargaining rights now enjoyed by other unions in our plants. It is also contrary to the written agreement made by UERWA and the Company.

"The decision will not promote the expressed desires of the National Labor Relations Board, 'to encourage peaceful labor relations', for its interpretation of the law establishes minority instead of majority rule. To accept such a minority group as the exclusive bargaining agency would be unfair discrimination against two-thirds of our employees who have refused to support that group."

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Savings in interstate long-distance telephone rates on the Pacific Coast aggregating $290,000 per annum, will result from the filing by the Pacific Telephone and Telegraph Company with the Federal Communications Commission of a new long-distance schedule which brings that company's rates into line with those prevailing on the American Telephone and Telegraph Company's lines in the eastern states. The new tariff was filed on October 29, 1936, to go into effect on December 1, 1936, and is the result of a request made recently by the Federal Communications Commission, suggesting that uniformity in interstate telephone rates would be desirable at this time.

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POLITICAL EXPENDITURES TOTAL $51,906 ON WOR

Political expenditures for the past presidential campaign on WOR, Newark, totaled $51,906.49, according to Alfred J. McCosker, President of the station. This total, as compared with the figure of 1932 on WOR - $34,000 - shows an increase of $17,906.49, or 52.6 percent.

The total time for the 1936 campaign sold for political broadcasts on WOR was 45¼ hours. Of this, pro-Roosevelt speakers engaged 21¼ hours, pro-Landon orators 16¾ hours and others 7½ hours. The latter group included the Union Party, the Crusaders and Father Charles E. Coughlin.

Pro-Roosevelt time on WOR cost $24,155, pro-Landon time $18,442.49, and the miscellaneous time $9,309, totalling the $51,906.49 gross figure.

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WOWO AND WGL TO JOIN NBC'S NETWORKS

The addition of two new stations, WOWO and WGL, both at Fort Wayne, Ind., to the networks of the National Broadcasting Company, was announced last week at NBC headquarters in Radio City, New York. WOWO will join the basic Blue Network on May 1, 1937. The joining of WGL as an optional member of either the Red or Blue Network has been tentatively set for this week.

Station WOWO is owned and operated by Westinghouse Radio Stations, Inc. It operates on a clear channel frequency of 1160 kilocycles with a power of10,000 watts. New offices and studios, occupying approximately 17,000 sq. ft. of floor space, are being built to house WOWO in the Westinghouse Building at Fort Wayne.

Station WGL, owned by the Westinghouse Electric & Manufacturing Co. will share office and studio space with WOWO. A new transmitter and a new vertical antenna are being installed for WGL, which has a frequency of 1370 kilocycles with a power of 100 watts.

The addition of the two stations will bring the total in the National Broadcasting Company networks to 103.

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INDEX TO ISSUE OF NOVEMBER 13, 1936

Breakdown In Language Barrier Seen By IBU Secretary.....2

CBS Asks Permission To Abolish Subsidiaries.....3
Radio Lawyers Plan Big Dinner For November 18.....3

Washington Society, Officials Greet Radio Visitors.....4
Star-Times Permit Withheld Pending Rule By Court.....4

"News Piracy" Case Interests Broadcasters.....5

FCC Denies Petition Of Knox Broadcasting Co. Again.....6

Radio Networks Held Dependent Upon Telephone Lines.....7

FCC Counsel Argues Baker Case In Houston, Texas.....8

British Television Programs Now Listed Regularly.....9

Marconi Predicts Trans-Oceanic Television.....10

Brief Notes.....11

New WJZ Antenna Dedicated On NBC's Tenth Anniversary.....12

No. 980

BREAKDOWN IN LANGUAGE BARRIER SEEN BY IBU SECRETARY

International broadcasting has already started breaking down the barriers of languages as a preliminary step to world amity, Arthur R. Burrows, Secretary-General of the International Broadcasting Union, declared while visiting Washington this week.

Speaking to a group of distinguished newspaper men and radio industry personalities as guest of the Overseas Writers Club at the National Press Club, Mr. Burrows forecast the day when international understanding will displace national ignorance by means of radio.

The International Broadcasting Union, which has among its members all of the principal broadcasting organizations of the world, is working toward this end, he said, by sponsoring periodic international exchanges of programs characteristic of the nation which broadcasts them.

It now is promoting a plan in which every principal country will broadcast a talk by one of its leading citizens every month, the talk to be picked up by other national broadcasting organizations for rebroadcasting to their native listeners. Translations will be made, wherever necessary, at the receiving point.

The four Scandinavian countries recently engaged in such an exchange, Mr. Burrows said, with the Kings of Sweden, Norway, and Denmark, and the Prime Minister of Finland making addresses over the combined radio facilities of the four nations.

The International Broadcasting Union has an aggregate radio audience of 250,000,000 listeners, Mr. Burrows said, and these are scattered among every important country.

Several nations already have started broadcasting lessons in foreign languages for the benefit of their home listeners, Mr. Burrows said. Australian stations are broadcasting lessons in Japanese and Swedish stations are offering courses in English.

On the other hand, other nations are broadcasting via short-wave, lessons in their own languages for the benefit of English-speaking listeners. Germany and Spain, before the rebellion, have broadcast these programs regularly.

Mr. Burrows, an Englishman, was introduced by Maurice Rambert, President of the Union and of the Swiss Broadcasting System. He explained that his lack of familiarity with the English language prevented his talking at length.

Both speakers were among the foreign delegation of distinguished radio personages brought to the United States for the tenth anniversary celebration of the National Broadcasting System.

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CBS ASKS PERMISSION TO ABOLISH SUBSIDIARIES

The Columbia Broadcasting System this week took steps to avoid undue Federal taxes by applying to the Federal Communications Commission for the authority to abolish its subsidiaries and to transfer all of its wholly-owned station licenses to the parent company.

The move is expected to be approved as it is in line with the Administration's wish to abolish unnecessary holding companies.

Other networks or organizations of broadcasting stations under a single ownership are expected to follow CBS's example and to file similar petitions.

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RADIO LAWYERS PLAN BIG DINNER FOR NOVEMBER 18

The Federal Communications Commission Bar Association, comprising the leading attorneys on radio law, will hold a dinner November 18th in the National Press Club, Washington, D. C.

Clyde B. Aichison, a member of the Interstate Commerce Commission, will be the principal speaker. Guests of honor who have been invited are Justice Owen J. Roberts, of the United States Supreme Court, and members of the Federal Communications Commission.

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WASHINGTON SOCIETY, OFFICIALS GREET RADIO VISITORS

Washington society, including the Diplomatic Corps and officialdom turned out this week to welcome the delegation of distinguished radio personalities from abroad brought to the United States for the tenth anniversary celebration of NBC.

Beginning Wednesday evening the visitors were entertained almost constantly at dinners, receptions, luncheons or teas.

Anning S. Prall, Chairman of the Federal Communications Commission, was host at an elaborate dinner at the Shoreham Hotel Wednesday night. Speech-making was banned by the FCC Chairman, who explained that he felt sure the guests were weary of talking or hearing others talk.

On Thursday noon the Overseas Writers Club, composed of distinguished newspaper men or former newspaper men who have seen service abroad, entertained the visitors at a luncheon in the National Press Club. Oswald F. Schuette, now associated with the Radio Corporation of America, was toastmaster.

Mr. and Mrs. Louis Caldwell were hosts at the principal social functions. Wednesday evening Mrs. Caldwell entertained the wives of the visitors while their husbands were attending the Prall dinner.

On Thursday Mr. and Mrs. Caldwell were hosts at a large reception in their home. Persons prominent in Washington social and diplomatic circles were introduced to the European radio officials.

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STAR-TIMES PERMIT WITHHELD PENDING RULE BY COURT

The G.O.P.-protested grant of broadcasting facilities to the Star-Times Publishing Co., St. Louis, was recalled and suspendedby the Federal Communications Commission this week pending the outcome of litigation now in the U. S. Court of Appeals.

Howls were raised by the Republican National Committee and Station WIL, St. Louis, when the grant was made late in September. The facilities are 1250 kc. with 1,000 watts full time.

Both WIL and the St. Louis Post-Dispatch, which operates KSD, filed appeals in the Court of Appeals. The G.O.P. Committee in a statement charged that the FCC had made "an outright gift of $500,000 to the only newspaper in St. Louis which supports Roosevelt's reelection."

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"NEWS PIRACY" CASE INTERESTS BROADCASTERS

Broadcasters and publishers alike this week followed with interest arguments in the so-called "news piracy" case before the U. S. Supreme Court.

The case was the suit of the Associated Press to enjoin Station KVOS, of Bellingham, Wash., from broadcasting news from the Association's member newspapers before its distribution to their readers.

John W. Davis represented The Associated Press in the arguments before the court and William H. Pemberton, of Olympia, Wash., spoke for the radio station. The case was brought to the high court by KVOS appealing from the Ninth Circuit Court of Appeals, which reversed a district court and ordered a preliminary injunction.

Mr. Pemberton, opening the case, asserted that The Associated Press had suffered no damage, and that KVOS was not a competitor of the press association. If any one was damaged, he said, it was The Bellingham Herald, from which it developed the dispatches were taken and read over the air.

"This is the same Associated Press as in the International News Service case, is it not?" Justice Brandeis asked, alluding to the suit in which the Supreme Court determined that there was a property right in news. "They have the same property right in news as in that case, have they not?"

"Not quite", Mr. Pemberton answered. "You see, this news already has been published and we put it on the air five hours after publication in the case of the morning edition news, and three hours after publication of the afternoon edition news."

Justice Brandeis wished to know if persons had stopped taking the newspaper because of the broadcasts, but Mr. Pemberton said that, on the contrary, he thought the circulation of the paper had increased. News, Mr. Pemberton held, was common property when published.

Mr. Davis said that KVOS was charged with "unlawful piracy", of news from The Bellingham Herald, Seattle Post-Intelligencer and Seattle Times. This, he insisted, was unfair competition and improper use of another's property. Commercial value until distribution through the region of the newspapers affected was not lost, Mr. Davis said, comparing the present case with The Associated Press-International News Service suit.

"This case is absolutely governed by the International News Service case and all attempted distinctions must fail", Mr. Davis contended.

Both the radio station and newspapers rely upon advertising for revenue, he stated, adding that 183 "literal reproductions of articles" carried by The Associated Press had been sent out over the air by KVOS.

Answering Justice Brandeis, Mr. Davis said that the radio station did not give The Associated Press credit for this news.

"Pirating" news from newspapers in the way described, Mr. Davis argued, might in time place newspapers at the mercy of the radio stations.

"Do you object to broadcasting the language or the facts?" Justice Brandeis inquired.

"I object to piracy of our formulation of the facts", Mr. Davis replied, as he went on to say that damage was a question not alone of actuality but of potentiality, and that the news used by KVOS had monetary value to newspapers and had been collected at high cost.

The Circuit Court in its decree ordered a preliminary injunction to stop the broadcasting station "from appropriating and broadcasting any of the news gathered by the AP, for the period following its publication in complainants' newspapers, during which the broadcasting of the pirated news to KVOS's most remote auditor may damage the complainants' paper business of procuring or maintaining their subscriptions and advertising."

The Associated Press seeks a permanent injunction restraining the radio station from broadcasting the news until eighteen hours after publication. The court took the case under advisement.

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FCC DENIES PETITION OF KNOX BROADCASTING CO. AGAIN

The Federal Communications Commission this week quietly disposed again of the controverted Knox Broadcasting Company case which some months ago was involved in the so-called "Willard Hotel case".

It denied a petition asking the Commission to waive a rule governing the filing of a petition for reconsideration and to grant an application for a new broadcast station at Schenectady, N. Y., for operation on 1240 kc., 1 KW power, unlimited time.

The decision was on the last page of a long list of FCC rulings under the heading "Miscellaneous":

The same facilities had been sought by WNBF, Binghamton, N. Y. local, which had asked for a change in assignment. Both applications had been denied by the FCC following the sensational developments of early this year, in which was involved a Department of Justice investigation of an alleged conversation in the Willard Hotel, Washington, wherein claims were purportedly made of "passing money" to get radio facilities. The whole incident was later branded officially by the Department as based on irresponsible "drunken conversation".

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RADIO NETWORKS HELD DEPENDENT UPON TELEPHONE LINES

Radio network broadcasting is largely dependent upon telephone lines to carry its programs over the nation, rather than ether waves, according to Dr. James O. Perrine, of the American Telephone and Telegraph Company.

Dr. Perrine gave a graphic demonstration of the role played by the telephone company in network broadcasting at a recent luncheon of the Bond Club in Chicago. The address, as reported by Larry Wolters, Radio Editor of the Chicago Tribune, follows in part:

"Dr. Perrine first showed the great fidelity possible when no telephone circuits are used at all, then compared this with the 5,000 cycle circuits available for network broadcasting and the somewhat less faithful circuits regarded as satisfactory for ordinary telephone service.

"He also maintained that the telephone interests are ready to make available a still finer radio service to carry upward of 8,000 sound cycles when the American public is willing to spend the additional dollars needed to buy receivers capable of handling everything the telephone wires would carry.

"Manufacturers, on the other hand, maintain that they are already making sets that are capable of delivering a higher fidelity of sound than the transmitters are putting out or than wires are capable of carrying.

"Dr. Perrine also reported that the telephone company is ready for television. He has high hopes for the possibilities of the coaxial cable when the telephone interests have developed for transmitting television. Such a cable has been laid between New York and Philadelphia for test purposes.

"In discussing waves, Dr. Perrine pointed out some of their many vulnerable and perishable aspects. By artificial means he produced various disturbing conditions which caused overloading, noises, singing, whistling, and other distressing sounds that radio listeners grumble over when brought on by natural causes.

"He brought to mind what many a listener has heard but does not always remember - that a program originating in Hollywood is brought 2,000 miles to Chicago by telephone wire, then carried out of the city again by wire to the transmitting station before it is put on the air. Thus 'the miracle of radio' is usually concerned with a distance of 30 miles or less. (This, of course, does not apply to short wave broadcasting)."

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FCC COUNSEL ARGUES BAKER CASE IN HOUSTON, TEXAS

George B. Porter, Assistant General Counsel of the Federal Communications Commission, was back in Washington this week after arguing in defense of the Communications Act in the Federal District Court at Houston, Texas.

Joining with the U. S. attorney at Houston, Mr. Porter sought to sustain an indictment returned against Norman Baker, former American broadcaster, who now operates XENT, Nuevo Laredo, Mexico, across the border from Laredo, Texas. Baker's counsel had filed a demurrer against the indictment on the ground that Section 325(b) of the Communications Act is unconstitutional.

The law states that programs, whether by transcription or by wire, may not be transmitted to other countries without express authority of the FCC, when the programs are designed for reception in the United States.

A ruling on the law, if made in favor of the United States, will do much, FCC officials believe, in holding down the activities of the border stations which direct their transmissions at listeners in this country.

Roy Richardson and E. R. Hood were also indicted for allegedly conspiring to violate the Act. Their plan, according to the Justice Department, was to make phonograph records in Laredo, Tex., transport them across the Rio Grande to Nuevo Laredo, Mexico, and broadcast them back to the U. S. from Station XENT.

The Federal Communications Commission said the recordings are of advertising matter for use in promoting the sale of pills which purport to cure cancer.

Baker, et al, say such a law is unconstitutional. The United States says it is not, and officials have given indications of an appeal in the event the three are acquirred.

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BRITISH TELEVISION PROGRAMS NOW LISTED REGULARLY

The Radio Times - the official organ of the British Broadcasting Corporation, which lays claim to having a larger circulation than any other weekly periodical in the world, now publishes full details of the BBC television program in its London edition in addition to details of the normal broadcast program.

From the first number which has been received, it is possible to judge the scope of the new television programs. During the week following the official opening of the television service on November 2, televiewers received a number of interesting programs, including a display of champion Alsatian dogs, a full-dress ballet, an extract from a theatrical production now running in London, a demonstration of boxing training, a talk on the London Zoo in which a number of animals made their first television appearance with their keepers, and samples of pictures and sculpture from forthcoming London exhibitions. A program of special interest, entitled "Autumn Glory", featured prize chrysanthemums from a horticultural display organized by the National Chrysanthemum Society. The BBC dance orchestra, and many stage, film and variety stars, including Bebe Daniels and her husband Ben Lyon, direct from Hollywood, also appeared in the first week of programs. Excerpts from the British Movietone News-reel were broadcast each day.

There are now several places in London where the general public can have an opportunity of seeing the programs broadcast from the new BBC television station at the Alexandra Palace. Receivers have been installed in railway stations, museums, and several big stores. Manufacturers of television receivers, which can now be obtained at prices raning from £80 to £120, have already received a far greater number of orders than was initially expected, according to the BBC.

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11/13/36

MARCONI PREDICTS TRANS-OCEANIC TELEVISION

Television will span the Atlantic soon, Guglielmo Marconi, inventor of wireless, predicted in a record-breaking four-way short-wave broadcast which linked his yacht in the Mediterranean with David Sarnoff, President of the Radio Corporation, in New York, and a group of foreign broadcasting executives in two American Airlines cabin planes flying between Niagara Falls and Washington, D. C., Wednesday afternoon.

"We will soon be able to see each other by trans-Atlantic television", Marconi said.

Senatore Marconi's statement, from his yacht "electra" cruising near Genoa, Italy, was made during a conversation with Mr. Sarnoff, who was speaking into a desk microphone in his office on the fifty-third floor of the RCA Building in Rockefeller Center. The Italian inventor did not elaborate on his statement concerning television.

The broadcast, which was heard over a nation-wide network with remarkable clarity, was in connection with a special international Armistice Day hook-up linking the Old and New Worlds, and earth, sea and sky.

The ether was filled with Hello's as Mr. Sarnoff greeted the heads of the European broadcasting companies, now visiting this country to study American radio methods in connection with the National Broadcasting Company's tenth anniversary. Besides Mr. Marconi and the RCA President, those participating in the four-way conversation were Robert Jardillier, French Minister of Communications, in one of the speeding cabin planes 5,000 feet aloft, and Maurice Rambert, President of the International Broadcasting Union, in the other plane. At one time all four broadcasting points were taking part in a general conversation.

Others who spoke during the international short-wave program were Dr. Erich von Kunsti of the Austrian Broadcasting Company; Dr. Ladislav Sourek, President of the Czechoslovakian Broadcasting Company; Lain C. Lerche, President of the Danish Broadcasting Company, and Dr. Francesco Cochetti of the Italian Broadcasting Company, who were among the twenty-six passengers in the planes. In addition to being broadcast in the United States, the program was scheduled for rebroadcasting in Denmark, France, Austria, Italy and Germany.

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BRIEF NOTES

The first meeting of the Preparatory Committee for the International Telegraph Conference to be held at Cairo, has been postponed from November 13th until 10 A.M., November 19th. This postponement is due to the delay in the arrival of the ship upon which the American delegation to the Warsaw C.C.I.T. is returning. The meeting will be held in Room 1413, New Post Office Building, Washington, D. C.

The New York City Fire Department this week advertised for bids for radio telephone equipment to provide two-way communication between the fire headquarters and the city's fireboats. Bids will close November 30th.

Recently elected a member of the National Committee on Boys and Girls Club Work, David Sarnoff, RCA President, will be a guest speaker at the annual dinner of the National 4-H Clubs Congress in Chicago on December 1st.

Wor, Newark, reports a total of 1,559,977 pieces of mail received since the first of the year up to and including October 31, 1936. During a similar period in 1935 the mail response totalled 742,021 pieces of mail. This marks an increase of 110.2 percent.

The Federal Communications Commission was advised this week by Examiner George H. Hill to grant an application received from WKZO, Kalamazoo, Mich., for a construction permit to operate with 250 watts nighttime and 1 KW daytime on 590 kc. Station WKZO now operates daytime only with 1 KW power.

Construction in the new Canadian National Railways Hotel at Vancouver of what will be the most up-to-date radio broadcasting studios in the Dominion of Canada, and the near-completion of a powerful 5,000 watt transmitting station on Lulu Island, B. C., both designed to provide better broadcasting service for the West Coast territory, were recently announced by the Canadian Radio Commission. The studios and the transmitter are of ultra-modern design and will be made available for operation, it is expected, early this Winter.

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11/13/36

NEW WJZ ANTENNA DEDICATED ON NBC'S TENTH ANNIVERSARY

The new, ultra-modern 640-foot antenna for WJZ, key station of the National Broadcasting Company's Blue Network, will be placed in operation on Sunday, November 15th, the date of NBC's Tenth Anniversary.

While the power of the station will remain at 50,000 watts, pending authorization of the Federal Communications Commission to increase to 500,000 watts, the new antenna will produce an increase in efficiency which would be equivalent to increasing the power to 110,000 watts.

A comparatively small porcelain insulator, capable of bearing 1,250,000 pounds, carries the entireload. The tower is built to withstand a wind velocity several times greater than has ever been recorded in New York.

Ninety thousand feet of copper wire buried in radial trenches centering at the base, form the ground system for the new antenna. Connecting the tower with the WJZ transmitter will be a line consisting of an outer metal tube ten inches in diameter surrounding an insulated inner conduit approximately three inches in diameter.

The new antenna was constructed by a staff of twenty engineers, under the supervision of O. B. Hanson, Chief Engineer, and Raymond E. Guy, Radio Facilities Engineer of NBC.

The steel tower is painted in alternate stripes of aviation orange and white. At night it is lighted with a flashing high-power light beacon on top and by fifteen separate marking lights between top and bottom.

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2400 CALIFORNIA STREET WASHINGTON, D. C.

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INDEX TO ISSUE OF NOVEMBER 17, 1936.

BBC Explains Why It Uses Two Television Systems.....2

Mackay Scores Point As FCC Grants Oral Argument.....4

40 Speakers Listed For Educational Conference.....5

U. S. Delegation To Warsaw Parley Returns.....6

FCC Grants Temporary Exemption On Radio Watch At Sea.....7
Quaker State Net Forms With 16 Stations.....7

Cuba Promises Increased Radio Sales.....8
N. Y. Educator Cites Danger Of School Radios.....8

Prall Speaks At Flamm Testimonial Dinner.....9

Publishers' Organ Pays Unusual Tribute To Philco.....10

Television Promoters Cited By N. Y. C. Court.....11

Mutual Billings Increase 50 Percent In October.....12

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November 17, 1936

BBC EXPLAINS WHY IT USES TWO TELEVISION SYSTEMS

Admitting that television is still in an experimental stage, Sir Noel Ashbridge, Controller of Engineering for the British Broadcasting Corporation, explained this week why BBC is using two different systems of transmission in its regular television service launched this month in London.

Writing in the current issue of World-Radio, BBC journal, Sir Noel said:

"On Monday, November 2, at 3 o'clock, the new London Television Station at Alexandra Palace began transmitting regular programs for the first time. It cannot be said, however, that television was seen for the first time by the public on this occasion, because during Radiolympia, in August, demonstrations from the Alexandra Palace were seen by some 100,000 visitors to the exhibition. Since October 1, the station has been transmitting on an experimental basis mainly for the benefit of the trade, but November 2 marked by far the most important step in the development of the interesting extension of our service, and the programs will be planned for reception by the public as part of the BBC service, and not merely as demonstrations or experiments.

"Readers of World-Radio, particularly those with technical inclinations, may be inclined to ask why in this case we are using two different systems; and it may be of interest, therefore, to explain the conditions under which the service is operated.

"If we compare television with ordinary broadcasting, we find there are a number of technical differences, but the most important is that in the case of television, the design of the receiver is inevitably bound up with the system of transmission in use. Thus, if an engineer is setting out to design a system for transmitting television, he begins by selecting what he considers to be the right number of lines and the right number of pictures per second, and the best method of synchronizing the receiver with the transmitter. Of course, these three factors might be kept fixed while other variations were made which would not affect the receiver, but so far as most existing systems are concerned, the design of the receiver is determined by these transmitting conditions. Now, when we come to consider ordinary broadcasting, this is not the case. There are, perhaps, two dozen different makes of transmitter working on the continent of Europe, and yet - except for considerations of the finer degrees of quality of reproduction - there is no means of knowing which system is in use when listening on any make of receiver.

"Everyone is saying that television is in its infancy, and, although the results are far better than most people expect, this statement is essentially true, and true to the extent that it is difficult for anyone at the moment to say what is the right number of lines and pictures to use and the best method of synchronization. This was one of the difficulties which faced the original Television Committee under Lord Selsdon, appointed by the Postmaster-General in May, 1934. Eventually, it was recommended that a television station should be set up in London to establish a service, but at the same time try out what they considered to be the two best systems available. These two systems use different transmitting conditions, and, although ultimately there must be standardization, this obviously should not be attempted until sufficient knowledge has been obtained to permit of a decision being reasonably permanent.

"Thus it came about that the two systems installed at the Alexandra Palace - that is, those developed by Messrs. Baird Television, Limited, and Messrs. Marconi-E.M.I. Television Co , Ltd., respectively - are to be used during alternate weeks. As already mentioned, the number of lines, the number of pictures, and the synchronizing pulses are not the same in each case. Receivers, therefore, must provide for this, and a switch will be found, usually marked either with the two systems by name or with the number of lines used in each case, which is 240, 25 pictures per second, for the Baird system, and 405, 25 pictures per second interlaced (50 frames per second), for the Marconi-E.M.I. system.

"So much for the question of system, number of lines, and pictures, etc., but there are other important differences which make the performance of the new station less easy to predict than in the case of an ordinary broadcasting station. The great width of the side-bands, or modulation frequencies which is essential for high-definition television, makes it impossible to use ordinary broadcasting wavelengths, and we are forced down to what are called the ultra-short wavelengths. In this case the wavelength used for vision is 45 megacycles per second (6.66 metres) and for sound 41.5 megacycles per second (7.24 metres).

"Most readers of this paper will know that, while great strides have been made in the technique of transmission on these very short wavelengths during the past year or two, there is always some doubt as to the range to be expected. This is not because no measurements have been taken, but rather because reception depends very much on local conditions. We know already that in some directions strength of reception does not die away regularly as the distance is increased. In fact, some places on high ground will have a stronger signal than others which are actually nearer the station but on lower ground. Screening from buildings containing a lot of metal is probable, while in all cases much better reception will be obtained from an aerial erected on a roof as compared with one erected nearer to the

ground. This, of course, is true in the case of the ordinary wavelengths, but it will be found much more exaggerated on television wavelengths.

"Naturally, we are anxiously awaiting the results of the first few weeks of transmission. We want very much to know exactly how viewers fare with regard to strength of reception and interference. We know that there must be some interference from motor-cars, but we don't know how much. We know that there will be pockets or areas of bad reception, but we don't know exactly where they will be, although we have some idea. We are not so much interested in freak ranges, and it would be less interesting to know that the London Television Station can be received on thetop of Snowdon than, for example, that it can be received over large areas thirty miles from the station. What we want to find out most is the area covered for good day-to-day reliable reception. We may have to wait some time for this, naturally, because at first there cannot be a large number of receivers in use, but we shall welcome reports from any viewer so soon as he is in a position to let us know his experiences, after a few weeks' observations.

"The transmission of broadcast television is a new enterprise for the BBC, full of interest and possibilities, but also full of difficulties. At first there will be imperfections, particularly when we try to do a little more than our apparatus can manage, but, if television continues to improve at the same rate as during the past year or two, imperfections and limitations of the more serious kind should rapidly disappear."

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MACKAY SCORES POINT AS FCC GRANTS ORAL ARGUMENT

The Mackay Radio & Telegraph Company, which has been fighting a losing battle before the Federal Communications Commission to get a share of the foreign radio communications business now dominated by the Radio Corporation of America, last week won a skirmish as the FCC agreed to hear oral argument in a re-hearing on December 7th.

The application before the Commission is a request from Mackay to establish a circuit with Oslo, Norway, but a much more important matter of policy is involved as Mackay plans to invade other foreign fields where RCA now operates alone, if it gets the Oslo authorization.

The FCC several months ago rejected the Mackay application on the ground that the area is adequately served by RCA.

Commissioners Irvin Stewart, Chairman of the Telegraph Division, and Eugene O. Sykes, Chairman of the Broadcast Division, dissented from the order granting a rehearing.

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40 SPEAKERS LISTED FOR EDUCATIONAL CONFERENCE

Forty speakers of national prominence will appear on the program of the First National Conference on Educational Broadcasting, to be held at the Mayflower Hotel in Washington, D. C., on December 10, 11 and 12. The conference will be held in cooperation with the Federal Communications Commission and the United States Office of Education.

Seven general sessions will be held during the three days. Among those who will address these meetings are: Anning S. Prall, Chairman, Federal Communications Commission; Harold L. Ickes, Secretary of the Interior; John W. Studebaker, United States Commissioner of Education; Hendrik Willem Van Loon, author and journalist; Arthur N. Holcombe, Harvard University; Howard W. Odum, University of North Carolina; William Mather Lewis, President, Lafayette College; and David Sarnoff, President, Radio Corporation of America.

A series of twenty discussion groups are scheduled for Thursday afternoon and Friday. The topics for these section meetings are: The Broadcasting Station as a Community Enterprise, Educational Broadcasting in Other Countries, Radio in the Life of the Child, the Radio Workshop, Classroom Broadcasting, Psychological Problems in Radio, Listening Groups, Polling and Measuring the Audience, Influence of Radio on Speech, State Planning for Radio, Talks Programs, Labor's Experience in Radio, The Effect of Broadcasting upon Rural Life, The Forum on the Air, Library and Museum Use of Radio, Music in Broadcasting, Religious Broadcasting, Research Problems in Radio Education, The University Broadcasting Station, and Radio and Propaganda.

Included in the list of sectional conference leaders are: Kirtley F. Mather, Harvard University; Levering Tyson, Director, National Advisory Council on Radio in Education; Mrs. B. F. Langworthy, President, National Congress of Parents and Teachers; William Boutwell, U. S. Office of Education; George F. Zook, President, American Council on Education; Edward S. Robinson, Yale University; Kathryn McHale, General Director, American Association of University Women; Henry C. Link, Secretary, Psychological Corporation; Cabell Greet, Editor, American Speech; Arthur G. Crane, Chairman, National Committee on Education by Radio; Edward R. Murrow, Director of Talks, Columbia Broadcasting System; Spencer Miller, Jr., Director, Workers Education Bureau of America; Morse Salisbury, Chief of Radio Service, United States Department of Agriculture; George V. Denny, Jr., Director, America's Town Meeting of the Air; Carl H. Milam, Secretary, American Library Association; L. V. Coleman, Director, American Association of Museums; Olga Samaroff, Juilliard Musical Foundation; George Johnson, Secretary General, National Catholic Educational Association; W. W. Charters, Director, Institute for Education by Radio; E. H. Lindley, Chancellor, University of Kansas; and Lyman Bryson, Columbia University.

A Thursday evening session, presented under the auspices of the Institute of Radio Engineers, will deal with the technical aspects of radio. A group of prominent radio engineers will present a discussion of the possibilities and limitations of sound, facsimile, and television broadcasting in the regular, medium high, and ultra high frequency bands as they are allocated by the Federal Communications Commission to these services.

At the formal banquet on Friday evening, the theme of the speeches will be "The Influence of Radio in the Comity of Nations."

Sixty-eight national organizations are sponsoring or cooperating in the conference plans. C. S. Marsh, 744 Jackson Place, Washington, D C., is serving as Executive Secretary of the Conference.

All sessions of the Conference are open to the public without charge.

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U. S. DELEGATION TO WARSAW PARLEY RETURNS

The American Delegation to the Warsaw Conference of the C.C.I. Telegraph, consisting of William J. Norfleet, Chief Accounting Department, Federal Communications Commission, Francis Colt de Wolf, Treaty Division, Department of State, and Gerald C. Gross, Chief, International Section, Federal Communications Commission, returned to Washington this week. Its members expressed general satisfaction with the results of the Conference. They explained that the existing rate structure for all classes of international cable and radio traffic was left unchanged pending further study by the Governments of the world prior to the Conference to be held in Cairo, Egypt, beginning February 1, 1936.

The Conference served a useful purpose in the clarification of the principal viewpoints of the various European and extra-European countries who have heretofore been signatories to the Telegraph Regulations. The proposals made at the Warsaw Conference, and referred to the administrations for further study prior to Cairo, fall into three main groups for extra-European traffic. The first group consists of a unification of code and clear language with a 60% coefficient, the second group consists of the unification of clear and code language with a 66-2/3% coefficient and the third group favors the maintenance of the status quo.

The report of the American delegation is being prepared for early transmission to the Secretary of State and will be available for distribution within a short time.

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FCC GRANTS TEMPORARY EXEMPTION ON RADIO WATCH AT SEA

The Federal Communications Commission this week granted an exemption from its own regulations, issued in October on the basis of the International Convention for Promoting Safety of Life at Sea.

Cargo ships of over 5,500 gross tons from November 7 until February 6, 1937, will not be required to maintain a continuous watch, as previously ordered, providing that such ships maintain during that period a radio watch by means of a licensed operator at least eight hours a day.

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QUAKER STATE NET FORMS WITH 16 STATIONS

The latest hookup of radio stations, formed this month, is the Quaker State Network, comprising 16 stations covering urban and rural areas of Pennsylvania. Most of the stations in the group have been aligned by wire during the last several months for political broadcasts, and it was decided to perpetuate the venture as a state-wide chain for regular commercial service, effective November 15th.

Cities to be covered by the chain, according to Donald Withycomb, General Manager of WFIL, Philadelphia, the key station, will include Philadelphia, Pittsburgh, Harrisburg, Reading, Scranton, York, Williamsport, Lancaster, Altoona, Erie, Allentown, Easton, Johnstown, Hazleton, Wilkes-Barre and Sunbury; also served will be Cumberland, Md., second largest market in that State.

The network will be available in three groups - WFIL, WCBA, Allentown, WRAW, Reading, WEST, Easton, WGBI, Scranton, WBRE, Wilkes-Barre, WAZI, Hazleton and WGAL, Lancaster, comprising the Eastern Group. WKBO, Harrisburg, WKOK, Sunbury, WRAK, Williamsport, and WORK, York, will comprise the Central Group. WFBG, Altoona, WJAC, Johnstown, WTBO, Cumberland, WWSW, Pittsburgh and WLEU, Erie, will comprise the Western Group. The quarter-hour rate for the entire network before 6 p.m. will be $535; half-hour $763 and hour $1,100. The cost of a quarter-hour after 6 p.m. will be $829; half-hour $1,190, and one hour $1,734.

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CUBA PROMISES INCREASED RADIO SALES

The outlook for increased sales of radio receiving sets in Cuba during the current season appears very favorable, a report to the Commerce Department from its Habana office points out.

Imports of radio receiving sets into Habana in October, according to compilations from ships' manifests, numbered 3,455 units, valued at $98,903, compared with 2,914 units, valued at $70,425, in September and 2,452 units, valued at $65,120 in October, 1935.

More than 33 makes were represented in the October imports, the report states. All of the receiving sets received in Habana during the month were of United States origin.

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N. Y. EDUCATOR CITES DANGER OF SCHOOL RADIOS

The radio was seen as a potential danger in the public schools by James Marshall, Vice-President of the New York City Board of Education, in opposing the installation of radio equipment in the Bronx Industrial High School last week.

Mr. Marshall cast a negative vote at a meeting of the Board on a contract item for$1,790 to cover the installation, but his six colleagues voted him down. He explained his opposition in saying that the radio might interfere with freedom of teaching and might be "abused" during political campaigns.

Mr. Marshall read a newspaper dispatch from Germany telling of a baker who faced trial on charges of sedition because he had turned off his radio during an address by Chancellor Hitler, and adds that he did not care to see "the day when a teacher in the school system would be penalized for turning the radio off or on, and I think we are inviting that danger."

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Denial of an application by the North Jersey Broadcasting Co., Paterson, N. J., for a construction permit to operate on 620 kc., 250 watts, daytime, was recommended to the Federal Communications Commission this week by Examiner John P. Bramhall.

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11/17/36

PRALL SPEAKS AT FLAMM TESTIMONIAL DINNER

An appeal to "keep the air clean" was made by Anning S. Prall, Chairman of the Federal Communications Commission, at a dinner in honor of Donald Flamm, owner of WMCA, key station of the Inter-City Broadcasting System, Saturday evening, November 14. The dinner was held at the Hotel Plaza in New York, the proceeds being devoted to the support of the Infants' Home of Brooklyn.

More than a thousand executives of the radio industry and leaders in other vocations were in attendance.

"We of the Federal Communications Commission are trying to do real things in Washington to keep the air clear of objectionable broadcasts", Mr. Prall said. "We feel that what goes into the American home through broadcasts must be clean and it must be wholesome. We feel we are interested in a new and vitalindustry and we know that unless the broadcaster does his part to keep the air clean, the industry will never develop as we expect it."

Rudy Vallee, orchestra leader, acknowledged his debt to Mr. Flamm, reporting his first series of broadcasts over WMCA, but admitted that he had made one broadcast prior to his debut on the New York station.

Postmaster Albert Goldman paid tribute to Mr. Flamm as "a great executive and a great contributor to human causes."

Grover A. Whalen, Chairman of the New York World Fair of 1939, lauded Mr. Flamm for his work for the Infants' Home.

Other speakers included Max D. Steuer, Justice Ferdinand Pecora, William Weisman, David Sarnoff, who spoke of Mr. Flamm's part in development of the radio industry, Judge Jonah J. Goldstein, Gene Buck and Mr. Flamm.

A talk by Harry Hershfield, humorist and after dinner speaker was brought to the dinner by wire from the West Coast. Mr. Flamm in response to the talks gave one of his well known witty addresses.

A. J. McCosker, head of WOR, was honorary chairman of the dinner and Miss Bert Green, also of WOR, toastmistress.

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PUBLISHERS' ORGAN PAYS UNUSUAL TRIBUTE TO PHILCO

Almost without precedent is the lead-article display given by Editor & Publisher in its November 14 issue to a story of the rise of the Philco Radio & Television Corporation, Philadelphia. The key, however, is that Philco is the largest newspaper advertiser among the radio manufacturers. The beginning of the story, by Robert S. Mann, follows:

"The company that sells the most radio sets today is a company than ten years ago was selling none. Starting at zero in an industry full of ambitious manufacturers and cut-throat competition, Philco Radio & Television Corporation passed the established leaders with giant strides and has come forward to a position where it sells two instruments every time the rest of the industry sells three. Philco's sales of radio sets have passed eight million, and for 1936 alone will probably be more than two million.

"The enlarged and re-enlarged factories that make Philco radios are working day and night to keep up with orders this Fall. The orders come from Philco's retail organization embracing around 18,000 dealers, whose gross sales this year may total considerably more than $100,000,000 at retail prices.

"And how does Philco pile up such a huge total of business? How has it established itself so firmly in its position of leadership?

"In the first place by having a quality product, sound business policies, and an alert sales organization. But also by an advertising program equally high in quality, equally sound in conception and administration, and equally alert.

"For at least five years, Philco has been the heaviest advertiser in the industry. Currently it is spending well over a million dollars a year in newspapers, and its cooperative distributor and dealer advertising may push that total up another half-million dollars or more. Philco doesn't tell the size of its yearly advertising expenditures, but it did announce recently that $500,000 would be thrown into one newspaper campaign, additional to other advertising, running until Christmas. Since the beginning of 1929, despite the intervention of the great depression, Philco has spent at least $6,000,000 in newspapers, it is safe to say.

"In magazines and network broadcasting more accurate figures are available to the advertising world, but not by any announcement of Philco. According to these reports, the magazines and the networks divided about a million dollars a year in 1932 and 1933, the sum rising to nearly 1¼ million dollars in 1935. At first the magazines took nine-tenths of the amount,

but of late Philco has gone in heavily for broadcast time, playing Boake Carter, news commentator, as its ace. For the year 1935 Philco was creditedwith expenditure of $668,645 in magazines, and $556,989 with the networks.

"Despite the size of these expenditures, the total newspaper advertising devoted to Philco continues to amount to between three and four times as much as is spent in any other medium."

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TELEVISION PROMOTERS CITED BY N.Y.C. COURT

The Television Corporation of America, its President, Oliver C. Harriman, and eight other individuals, must appear in the Supreme Court of New York County on November 24th with the corporation's books and records for an examination under the provisions of Article 23a of the General Business Law, according to the New York Times.

The order directing their appearance was signed last Saturday by Supreme Court Justice Joseph M. Callahan. The court issued the order on the application of Attorney General John J. Bennett, Jr. The Attorney General applied for the order as a preliminary step in his investigation of the Maryland corporation, capitalized at 6,000,000 shares of $1 par value each.

The order names, in addition to the corporation and Mr. Harriman, Jack N. Oppenheim, whose address, 515 Madison Avenue, is the address of the Television Corporation of America; Harry Conley, Treasurer; Ralph A. Clark, William Milne, Fred Knapp, Lewis G. Duell, Hamilton Hoge and William M. Brady.

Ambrose V. McCail, head of the Bureau of Securities of the Attorney General's office, is directing the investigation. Cooperating with him is District Attorney John R. Schwartz of Dutchess County, N. Y., who already has conferred at the Attorney General's office with Mr. McCail.

In an affidavit supporting the Attorney General's application for the order, Mr. McCail stated that Mr. Harriman and Mr. Oppenheim had made an oral agreement to sell their personally owned stock to William Milne, a security dealer, of Albany, N. Y., at the price of 50 cents a share. Mr. McCail's affidavit states that Milne is under permanent injunction restraining him from the sale of securities in the State of New York, but that Milne engaged Knapp and Duell as stock salesmen to resell the stock to the public. In his affidavit Mr. McCail further stated:

"That as also appears from the affidavit of Mr. Schwartz, the stock which was purchased at 50 cents a share is being sold to the public at prices ranging from $5 to $10 a share, of which said sum not one penny is paid direct into the treasury of the Television Corporation of America. It is, moreover, indicated that the methods used are not only fraudulent but possibly criminal in their nature."

"The present bank balance of the Television Corporation of America at the Sterling National Bank and Trust Company of New York City", Mr. McCail's affidavit adds, "does not exceed the sum of $4.58 and, in the opinion of your deponent, the stock now being sold to the public has no true market value."

Mr. Harriman was not reached at either his office or his home, but Mr. Oppenheim, who explained that he had been in communication with him and was authorized to speak for Mr. Harriman and himself, said:

"Mr. Harriman and I had a conference with the Attorney General, also with the District Attorney. It appears that a couple of people not connected with the company have gone haywire, selling stock at prices for which they had no justification. These men were never authorized by the company to sell stock and never sold stock for the company. The company had no knowledge of what they were doing. They merely made a resale of their own stock.

"So far as the proceeding of the Attorney General is concerned, it is simply a routine investigation to determine whether the stock is worth what these fellows were asking for it."

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MUTUAL BILLINGS INCREASE 50 PERCENT IN OCTOBER

A 50.6 percent increase in time billings is reported for the Mutual Broadcasting System for the month of October, 1936, in comparison with the same month's figures in 1935.

The total billings for October, 1936, were $271,629.07. For the same month in 1935, they were $180,374.00. The cumulative figures for the first ten months of 1936 on Mutual total $1,566,533.09.

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James L. Kilpatrick, of the New York Telephone Co., has been named Chairman of the Communications Committee for subscription drive in preparation for the New York World Fair.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

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INDEX TO ISSUE OF NOVEMBER 20, 1936

Election Over, FCC Turns Down Ten New Applicants.....2

CBS October Billings Set New All-Time Record.....3

LaGuardia Raps FCC At Conference Of Mayors.....4
Naval Radio Station To Open Next Summer.....4

Television Will Make New Demands On Art, Says Sarnoff.....5

NBC Reports Biggest Month's Revenue In History.....6

Variety Gives "The Low Down" On Radio's Press Agents.....7

Reception Of Television Called Simple By BBC Expert.....8

Mormon Church Plans $250,000 S-W Station.....9

NBC Will Compete For Listeners In Latin America.....10

DXer Tunes In 448 Foreign Stations In One Week.....11

Zenith's Half Year Profit Ahead Of Previous 12 Months.....12
CBS Notes Link Between Radio And Auto Industries.....12

No. 982

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ELECTION OVER, FCC TURNS DOWN TEN NEW APPLICANTS

With the presidential election campaign at an end and Mr. Roosevelt safely entrenched in the White House for another four years, the Federal Communications Commission this week suddenly reversed the policy of generosity that marked its pre-election decisions.

Ten applications for construction permits to erect new broadcasting stations were abruptly denied by the Federal Communications Commission. In three of the cases the Commission reversed the recommendations of its own Examiners.

Only one application for new station facilities was granted. The successful applicant is the Press Democrat Publishing Co., of Santa Rosa, Calif., which was granted a construction permit to operate on 1310 kc. with 250 watts daytime. In this latter action the FCC reversed Examiner M. H. Dalberg, who had recommended denial of the application.

Contrasting this policy of "economy" in safeguarding the nation's limited broadcasting facilities is the record of the FCC just prior to the election.

Fifteen new station permits were granted in the Fall, many of them over the objections of investigating Examiners, and some forty odd were approved since January 1st.

The broadcasting band is admittedly crowded and the nation is already served by nearly 700 stations so that the rejection of a number of applications would not be so significant were it not for the contrasting policy of the FCC earlier in the year and up until November 3rd.

The applicants who were denied new facilities, together with the Examiner's recommendations, follow:

Arthur Westlund & Jules Cohn, Santa Rosa, Cal., application for construction permit to operate on 1310 kc., 100 watts, unlimited time; Examiner R. L. Walker reversed.

B. A. Thompson, Santa Cruz, Cal., application for construction permit to operate on 1310 kc., 100 watts night, 250 watts day, unlimited time. Examiner M. H. Dalberg reversed.

William B. Smullin, Sacramento, Cal., construction permit to operate on 1310 kcs., 100 watts night, 250 watts day, unlimited time. Examiner M. H. Dalberg sustained.

Howard N. Mitchell, Sacramento, Cal., construction permit to operate on 1310 kc., 100 watts, unlimited time. Examiner Dalberg reversed.

Julius Brunton & Sons Co., Fresno, Cal., construction permit to operate on 980 kc., 250 watts, daytime. Examiner Davis G. Arnold reversed.

Miles J. Hansen, Fresno, Cal., construction permit to operate on 1420 kc., 100 watts, unlimited time. Examiner Arnold sustained.

Harold H. Hanset, Fresno, Cal., construction permit to operate on 1410 kc., 1 KW, unlimited time. Examiner P. W. Seward sustained.

Fresno Broadcasting Co., Fresno, Cal., construction permit to operate on 1410 kc., 500 watts night, 1 KW day, unlimited time. Examiner Seward sustained.

Mrs. C. A. S. Heaton, Las Vegas, Nevada, construction permit to operate on 1420 kc., 100 watts, unlimited time. Examiner Robert L. Irwin sustained.

William H. Davis, Dixon Pyles, W. H. Johnson, d/b as Magnolia Broadcasting Co., Jackson, Miss., construction permit to operate on 1420 kc., 100 watts, unlimited time. Examiner P. W. Seward sustained.

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CBS OCTOBER BILLINGS SET NEW ALL-TIME RECORD

Billings of the Columbia Broadcasting System for October last totalled $2,754,808 - the largest volume of advertising carried by any one network in any month since the beginning of radio, according to a CBS statement. This represents an increase of 42.7% over October, 1935, itself a record-breaking month in radio history. (CBS time sales for that month reached a peak of $1,930,512 - the highest volume to that time).

The CBS cumulative total for the first ten months of 1936 is $18,304,878 - 30.5% ahead of the same period in 1935.

	October	10 Months
1936	$2,754,808	$18,304,878
1935	$1,930,512	$14,029,437

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LA GUARDIA RAPS FCC AT CONFERENCE OF MAYORS

New York's fiery Mayor La Guardia criticized the Federal Communications Commission at the closing session of the U. S. Conference of Mayors in Washington on Wednesday of this week.

Mayor La Guardia's specific complaint was that the FCC forbids stations to receive and transmit short-wave broadcasts if wires are available for reception of the programs from the original stations.

"New York City tried recently to receive a short-wave broadcast of the Harvard Tercentenary and rebroadcast it, but were were prevented by the FCC from doing so", he said. "Under that ruling, it is impossible to exchange programs by this means, except in the case of broadcasts from foreign lands."

"What's the theory behind that question?" one of the delegates asked.

"The wire is the theory - the A. T. & T.", Mr. LaGuardia replied, and then continued:

"The FCC thus compels these small stations to bear the cost of a wire. There is no use in appealing to the FCC. I am going to take this up with Congress. It was the intent of Congress that the Government should retain control of the air and not permit any company to monopolize it.

"The FCC ruling is just as absurd as if the Interstate Commerce Commission were to say you could not go by air to New York because trains are available."

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NAVAL RADIO STATION TO OPEN NEXT SUMMER

The new Naval receiving station for Radio Central, near Cheltenham, Md., is expected to be ready next Summer, Rear Admiral H. G. Bowen, Chief of the Bureau of Engineering, Navy Department, said in his annual report to Secretary Swanson, made public this week.

"Procurement of a site on which will be built a new receiving station for Radio Central, Washington, was made during the year", he declared. "This site is near Cheltenham, Md., about 10 miles from Washington, and the station expected to be commissioned during the Summer, 1937, should greatly improve receiving conditions in the Washington area."

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TELEVISION WILL MAKE NEW DEMANDS ON ART, SAYS SARNOFF

Television, when it reaches a stage for public consumption, will make new demands upon art, especially that of writers, musicians, actors, and scenic designers, according to David Sarnoff, President of the Radio Corporation of America, one of the major experimenters in the field.

Speaking November 18th before the Franklin Institute of Philadelphia, oldest scientific society in the United States, Mr. Sarnoff first outlined the history of radio, based upon his 30 years' experience, and then launched into a forecast of the future.

"Television broadcasting, even more than sound broadcasting, will be the great consumer of art", he said. "It will constantly demand more and better writers, musicians, actors, and scenic designers - new thoughts, new words, new songs, new faces, new backgrounds. Unlike a play on the stage or a motion picture which may run for a year, the television program, once it has been shown to a national audience, is on the scrap-heap. It is finished. Television will call for a whole new generation of artists. It should help materially to solve the unemployment problem.

"The way things look today, it is not improbable that in a few more years a man with three sons may train one for business, one for government service, and one to be an artists. Perhaps this thought comes to my mind because I have three sons still to be trained for a useful life.

"We have lately heard in our own homes the voices of the presidential candidates. Political campaigns will take on added interest when people can see as well as hear the speakers, with television sets in the home. Each presidential year since radio began to participate in the campaigns, the number of voters has increased by many millions. Whereas 27,000,000 people voted in the election of 1920, the vote in 1936 was 45,000,000. Television will increase the usefulness of radio in the cause of popular government.

"While the problems of television are formidable, I firmly believe they will be solved. With the establishment of a television service to the public which will supplement and not supplant the present service of broadcasting, a new industry will have been created."

After discussing some of the problems of television and the work of RCA in the field, Mr. Sarnoff, stated that the United States is not trailing England, Germany and other European countries.

"From the standpoint of research, laboratory development, and technical demonstration, television progress in the United States continues to give us unquestioned primacy", he said. "We lead in research which is daily extending the radio horizon, and in technical developments which have made possible a transmitting and receiving system that meets the highest standards thus far obtainable.

"The chief distinction between television in this country and abroad is the distinction between experimental public services undertaken under government subsidy, and commercial development undertaken by the free initiative, enterprise, and capital of those who have pioneered the art in the United States."

Discussing facsimile broadcasting, he said:

"Radio transmission of pictures and reproductions of printed or written material has been an accomplished fact for several years. It is now in daily service between Europe and America. The broadcasting of a facsimile newspaper into every business office and home - in half-hourly installments if desired - is perfectly feasible. The establishment of such a service is now an economic rather than a technical problem. I feel reasonably certain that American ingenuity will presently discover some way to make this potential national service available to the public."

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NBC REPORTS BIGGEST MONTH'S REVENUE IN HISTORY

Highlighting the National Broadcasting Company's Tenth Anniversary celebration, National Advertising Records report that the NBC network revenue for October was the biggest for any month in network history. The $3,696,489 total represents a 21% higher gross figure than NBC's previous largest month, which was March, 1936.

The total for the NBC-Red network in October, 1936, was $2,417,743 - bigger than any total previously recorded by any one network in a single month, The total for the NBC-Blue network in October, 1936, was $1,278,746 - easily the biggest month since the Blue network was established on a coast-to-coast basis.

Combined Red and Blue network totals for October, 1936, are up 28% from September, 1936, and are 33% greater than the corresponding month last year.

The October revenue was somewhat increased by receipts from the sale of time for political campaign broadcasts. However, this additional revenue was in turn partly offset by the fact that some of the campaign broadcasts occupied periods which were normally producing revenue from regular advertisers.

NBC's gross time total for the first 10 months of 1936 was $27,496,632, or 7.4% above the corresponding 10 months of 1935.

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VARIETY GIVES "THE LOW DOWN" ON RADIO'S PRESS AGENTS

Featuring an article by an anonymous radio editor of "one of the eastern dailies", Variety this week gives what it terms the "low-down on press agents" for radio organizations. It then supplements the story with the following editorial:

"Don't be too hard on the press agents. Their tishtosh is just a symptom of the naive era in radio. It is not the press agents in radio who are the chief offenders in the palming off of fiction in the name of 'news'. Nor is it the press agents who have been responsible for the abrasives in press relations. It's the vice-presidents.

"Much is excused in and to radio on the grounds that it's all so new and many people are so dizzy. Which seems to apply to the vice-presidents and to suggest that some day radio will grow up and calm down. Which is an indulgent viewpoint and probably pretty good prophecy.

"Meanwhile what the out-of-town radio editor has to say about press-agency in this week's Variety may serve to focus attention on the failure of radio, clever and shrewd in most other respects, to follow the best examples in press relations. Whether running after or away from publicity there has been a rather noticeable lack of grace."

The "radio editor" says, in part:

"If you want to get you've got to give.

"That about sums up the attitude of the out-of-town radio editor toward the radio press agent. It's simply a matter of fair exchange, news for good will, and as soon as the mimeographers realize the principle, the better of they, and most certainly their clients will be.

"To the r.e. the p.a. is in no sense a necessary evil. The newspaper operative could, and most of the time does, get along without the slew of stuff the mailman brings in

every day from the publicity specialists. Given the regular releases of the network and independent station press departments, the broadcasting departmentalist does not have to worry about filling the space.

"Once in a while the public relations boys do come through - about 10% of the time. The smarter fellows have learned that the best way to get on the right side of the radio editor is to advance him a first-class exclusive. The break for the client will obviously follow.

"Several dozen envelopes that daily come to the r.e.'s desk include releases from the networks, individual stations, regionals, agencies and personal reps. The latter are responsible for a few laughs and a good deal of annoyance.

"It isn't so much the trivia that hurts as the failure of the press agents to understand the needs of the radio ed., of the readers and what is probably most important, the limitations of space. The fact that the wastebasket gets 90% or better of the send-outs tells the tale."

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RECEPTION OF TELEVISION CALLED SIMPLE BY BBC EXPERT

Despite the baffling technique and the prohibitive cost of television reception at this time, the actual tuning in of pictures is not much more difficult than operating a radio receiving set, according to an expert of the British Broadcasting Corporation, which now transmits television pictures regularly from Alexandra Palace, London.

Writing in World-Radio, BBC journal, J. H. Reyner, explains the procedure as follows:

"The fact that between twenty and thirty valves are usually required in a television receiver must inevitably create the impression that the reception of pictures is a matter for the expert. Nothing could be farther from the truth. Although the design of the receiver is a highly skilled matter, requiring apparatus which has to fulfil some extraordinarily exacting conditions, the designers of the various sets on the market have so simplified the controls that the operation is a comparatively easy matter.

"This ease of tuning has been obtained by making the majority of the adjustments of a pre-set type leaving only the vital ones to be brought to the panel in the form of actual controls."

After explaining the steps necessary to tune in a television broadcast, the writer says:

"To summarize the position so far, therefore, we may say that the only controls which the operator requires to use are the line and picture synchronizing adjustments, the contrast control (modulation), and possibly the tuning. Thus, despite the undoubted complexity of the equipment itself, there should be very little difficulty in obtaining satisfactory results.

"We may conclude with a brief reference to the form of aerial used. The ordinary broadcast aerial is unsuitable, and it is necessary to use what is called a dipole, or doublet, aerial. This consists of a short length of wire or rod about 11 ft. long, which is usually divided in the middle and the leads are brought down to the receiver from this point. The down-lead is either a special concentric cable or sometimes simply a twisted pair. If connected in this manner the aerial can be situated at some distance from the receiver, and it should, in fact, be erected as high as is reasonably convenient and as far away from a road as possible. The latter provision is important because motor-cars radiate on short wavelengths from the ignition system, and this interference is picked up on a television receiver, producing little splashes across the picture which can be somewhat annoying.

"Until all motor-cars are fitted with suppressing equipment this form of interference will remain with us, and the only remedy is to place the aerial in the best possible position. A certain amount of experimenting is therefore desirable when a television receiver is first installed in order to find the best situation. It is perhaps reassuring that practical experience indicates that a suitable position can be found without much trouble, although in cities and busy thoroughfares a small amount of interference may still remain."

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MORMON CHURCH PLANS $250,000 S-W STATION

Latter-Day Saint (Mormon) church has applied to the Federal Communications Commission for permission to construct a new international short-wave radio station at Salt Lake City, Utah, at a cost of $250,000. Sylvester Q. Cannon, President of Radio Service Corporation of Utah, operators of KSL, and church presiding bishop, said the proposed station would be of sufficient power to reach any section of the world. No commercial programs will be broadcast.

Tentative site for the transmitter is adjacent to KSL, on Great Salt Lake flats. The station, however, would be owned outright by the church, which has about 780,000 adherents all over the world.

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NBC WILL COMPETE FOR LISTENERS IN LATIN AMERICA

Plans to broadcast radio programs from the United States into South and Central America to compete with the European programs now dominating the air there, were announced this week by the National Broadcasting Company.

John F. Royal, NBC Vice-President in Charge of Programs, departed on a 17,000-mile trip through Mexico, Central and South America, to arrange for extensive exchanges of broadcasts between the two continents.

"We definitely are entering the competition for listeners in Latin America", Mr. Royal declared upon leaving. "Germany, England and other European countries have been building programs for South America for several years. The United States, to which our neighbors to the South should naturally look for a mutual exchange of entertainment and ideas, has stood by and let Europe capture the attention of South American listeners. Now the National Broadcasting Company is going out to take its rightful place on American radio dials below the Rio Grande."

As the first step in the new policy, Mr. Royal announced that NBC was arranging for an extensive series of broadcasts from the Pan-American Peace Conference in Buenos Aires. The radio executive, accompanied by Carlton Smith, NBC, presidential announcer, and Albert E. Johnson, engineer in charge of the NBC Washington studios, left by plane for Rio de Janeiro. They will precede President Roosevelt to that city in order to prepare to bring radio listeners in the United States any broadcasts he may make while in South America. Following the opening of the Conference, daily summaries of the proceedings will be broadcast to the United States.

Upon Mr. Royal's return, after visiting leading Latin American countries, both short-wave broadcasts from this country of specially built programs for Central and South American listeners and exchanges of typical radio programs between NBC and broadcasting organizations in the Southern countries will be inaugurated.

It will take some time for the exchange plan to get into operation, Mr. Royal said, because of certain transmission problems, which have limited programs in the past. Whatever is necessary, however, to get NBC's signal into South America clearly will be done, he declared.

Cooperation of the South American press representatives and other sources will be used in building programs especially designed for consumption on the Southern continent. Spanish-speaking announcers will be used as well as English. No propaganda in any language will be broadcast and all of the programs sent to Latin America will be typical of American ideals.

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DXER TUNES IN 448 FOREIGN STATIONS IN ONE WEEK

What may be a record in reception of foreign short-wave stations is reported by Paul W. Dilg, of Evanston, Ill., a veteran Dx listener.

Using one of the new 23-tube Scott receivers with the super-shield antenna coupling system, Mr. Dilg during a week's vacation, October 24-30, logged 448 foreign short-wave stations in 186 countries. He figured that he travelled 2,039,800 miles via the short-waves.

"In the logs I have only given the stations which I was actually able to identify," Mr. Dilg said. "I heard many more stations whose programs ran for so long without an identification that I did not care to devote the time to wait until they identified themselves. They were principally in Latin America.

"In addition to this, I have not included any of the Canadian or Mexican stations, a large number of which were tuned in. There were also many telephone, amateurs, ship stations, police calls, and airport calls heard while passing from one band to another, but as they were not putting out any programs of entertainment, I have not included them in the logs.

"The results I obtained during the week's tuning are, without question, quite remarkable. The large increase in signal strength, with the very greatly reduced background noise, appears to clarify the signal, and I believe is largely responsible for the reception I have obtained during the week's tuning. By reducing the amount of noise in the signal, it is possible to give weak stations considerably more volume without amplifying or emphasizing the noise. I might say, it was rarely necessary to use the full degree of sensitivity available. There always seemed to be something in reserve.

"Another thing that helped considerably was the extreme selectivity available. For example, I was able to bring in JZI, Japan, on 9,535 megs. at the same time W2XAF, Schenectady, was broadcasting on 9,530 megs. Schenectady, as you probablyknow, has a very powerful signal, while the signal from Japan was rather weak as I tuned it in during the afternoon. But even under these extremely adverse conditions, I was able to eliminate the American station and get Japan with excellent program volume."

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ZENITH'S HALF YEAR PROFIT AHEAD OF PREVIOUS 12 MONTHS

Zenith Radio Corporation this week reported an operating profit for the first six months ended October 31st of its current fiscal year amounting to $1,720,798.02, after depreciation, excise taxes, royalties and liberal reserves but before other Federal taxes, as per the Company's books, according to Hugh Robertson, Vice-President and Treasurer.

This six months' profit exceeds by a substantial margin the profit on the same basis for the entire twelve months ended April 30, 1936, which was the largest earnings for any full fiscal year in the Company's history.

Shipments for the six month-period exceeded by a substantial margin the total shipments for the entire twelve months of the previous fiscal year ended April 30, 1936.

While the volume of business being done is unusually large, the Company continues to maintain its usual liquid condition. There are no bank loans or bonded indebtedness. The new plants which the Company recently purchased have been paid for and all current obligations have been discounted. Cash on hand in in banks exceeds two and one-half million dollars.

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CBS NOTES LINK BETWEEN RADIO AND AUTO INDUSTRIES

Under the heading "A Lot in Common", the Columbia Broadcasting System, in a brochure this week noted the connection between the auto and the radio industries.

"Two giants stand together", the brochure said. "Radio, the younger - powerful, growing apace - greets the older, a mighty veteran whose years add nothing but spirit and strength. Gentlemen, we give you the automobile Industry!

"Like the automobile, radio (in a little more than a decade) has become an integral part of American life; is evan an integral part of the automobile itself. But radio and the automobile are linked together in other ways - and in ever-increasing measure.

"In 1932, Columbia carried $123,753 of automobile advertising. By 1935 automobile advertising reached a peak of $2,488,939 on Columbia, (not including talent expenditures). And 1936 will show an appreciable increase over the peak of 1935!"

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF NOVEMBER 24, 1936

Uncle Sam Proves Success As Educational Broadcaster.....2

Cheaper Television Sets Promised By British Firm.....4
CBS Issues Criticism Of Radio Audience Surveys.....4

Village Wheel May Run India's Radio Sets.....5

Examiner Recommends Deletion Of KVOS, Target Of AP.....6

British Slow To Adopt Radios For Autos.....8
S-W Sets Reduce Forest Fires In Northwest.....8

Stromberg-Carlson Opens New Factory In Australia.....9
Farnsworth Forecasts Television For 1937.....9

New 5 KW Transmitter Made By Western Electric.....10

Crosley Declares Dividend Of 75 Cents.....11

Industry Notes.....12

No. 983

November 24, 1936

UNCLE SAM PROVES SUCCESS AS EDUCATIONAL BROADCASTER

Delegates who attend the First National Conference on Educational Broadcasting in Washington December 10-12 will be shown an outstanding example of educational broadcasting sponsored and directed by an agency of the Federal Government.

The United States Office of Education daily receives more than 2,000 letters from pleased listeners scattered over the country. The programs which this office sponsors are unique in that they call upon the vast research facilities of the Federal Government for their material.

Five radio programs are now offered by the Federal Radio School. Four of these programs are based upon findings and discoveries of the most-renowned scientists in the world.

"Have You Heard", the first of these Federal programs, is made up of a body of facts, of natural science tidbits that tempt the mind and make it eager to want more. These curious and spectacular facts range the entire scientific world. They catch the listener's attention and focus his mind on the story to come, the explanation of the fact so curious and unnatural.

Each broadcast in "Have You Heard" is devoted to one special subject - the moon, earthquakes, flowers, fish and so on. Following the broadcast supplementary material supplied by the radio school is sent upon request. This material has been prepared from accurate scientific data, checked and rechecked for accuracy.

Further, in order to make the program more listenable, sound effects, to convey realism, music and dramatization are used. The speech, the talk, the lecture are taboo.

The second of these experimental educational broadcasts is called "Answer Me This". This is a social science program. It covers current events, civics, economics, government and related subjects. "Answer Me This" usually is a series of about 20 questions and answers. It covers a particular subject. Say that subject is the Olympic games, recently completed in Germany. Questions are asked about these games, their origin, their development, the number of nations participating in them today, the significance of the circles interlocking in the flag, whether the men and women athlets compete against each other, and so on.

The answers to these questions are given immediately. After such a broadcast the radio listener has the complete story

of the Olympics, or any other subject that may be chosen. This broadcast embodies distinctly the element of contest.

The most interesting and by far the most popular of these scholastic broadcasts of Uncle Sam is that titled "The World Is Yours." Response to this program by the public has been overwhelming.

It utilizes the vast storehouse of information lying somewhat dorment in the Smithsonian Institution. The educational program "The World Is Yours" humanizes, dramatizes, sketches with voice and feeling the exhibits lying cold and stark in the Smithsonian. The program makes listenable the story of all human programs.

The "Safety Musketeers" program carries on it everything that has to do with safety. There is a "safety in the home" program, a "safety boating" program, a "safety skiing", program, a "safety camping" program, a "safety motoring" program and so on. These programs have behind them the full support of all safety organizations in the United States - the A.A.A., the National Safety Council, the Red Cross, the Boy Scouts and Girl Scouts. Literature on this program goes out after broadcasts upon request.

The fifth program is the "house program". It is titled "Education in the News". It keeps the public informed on the entire field of education, a $3,000,000,000 industry in the United States. It covers such topics as "Development of the Forum Idea"; "What Education Is Doing for Physically Handicapped Children", and the like.

Dramatization and vitalization of the programs put out by the radio school to see what is needed to make them "stick" have made for their success. Music and sound effects to hold the attention and feed the imagination play their part.

A new step now being planned by the school authorities consists of experiments looking forward to the placing of supplementary material into the hands of millions. Today such programs go only to the average listener. Another objective is working out of specially adapted programs. These would go to special classes - teachers, housewives, students.

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A novelty in the recent Austrian Radio Fair was the "Telefunken" radio receiving set with electric clock and automatic time switch by means of which it can be arranged in advance that reception be started and stopped at a given time. Several Austrian factories displayed automobile radios.

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CHEAPER TELEVISION SETS PROMISED BY BRITISH FIRM

Taking note of the advent of television service from Alexandra Palace, London, Alfred Clark, Chairman of the Board of the Electric and Musical Industries, Ltd., meeting in London recently, predicted that the price of television receivers will be reduced as production increases.

"Our television receiving sets are now on sale", he said. "As in all new industries, they may be expected gradually to become cheaper in price, thereby following the example of the motor-car, the radio, and similar articles. It is not so very many years ago that the Marconiphone Company was selling a two-valve radio set, without loud speaker or batteries, for £25, whereas today, for such a price, one can purchase a luxurious radio-gramophone.

"Any reference to the future outlook must take into consideration the fact that the sales of television apparatus, both for transmission and receiving, are going to form eventually an important part of our trading. While its progress is expected to be slow, as pioneers in the development of high definition television we intend to hold the premier position we have achieved."

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CBS ISSUES CRITICISM OF RADIO AUDIENCE SURVEYS

Somewhat caustically the Columbia Broadcasting System this week criticized the principal methods of measuring radio audiences in an analysis published in brochure form. The analysis was prepared by John J. Karol, Director of Market Research of CBS.

While Mr. Karol found advantages and disadvantages in the three chief types of surveys - telephone, personal interviews, and mail - he concluded with a review of the automatic recorded, which may be attached to radio receiving sets, and intimated that it prove the most efficient once the cost of production is lowered.

In his forward Mr. Karol said:

"It is, perhaps, something of a paradox in modern advertising that radio - the youngest major medium - has been subjected to more tests and surveys, more analysis and measurement, than most of its older relatives. From the moment his first broadcast has gone over the air waves the advertiser stops thinking of maximum possibilities and wants to know how many people his program actually reaches.

"The large volume and variety of research information which has been issued on radio programs may be confusing to some advertisers and agencies. This brief analysis of current methods of measuring the size of the radio audience for individual programs may be of some aid in removing that confusion.

"If our point of view appears overly critical it must be ascribed only to the pursuit of research perfection and certainly not be interpreted as an indictment of existing techniques. Most of the studies conducted in this field have been of real value both in providing specific data and in pointing the way toward improvements in radio research methods."

Concluding, he commented:

"Perhaps this brief analysis of current radio survey technique will at least indicate that radio broadcasting does lend itself to factual measurements - particularly in the subtle measurements of individual advertisements, as contrasted with the gross over-all measurements of total circulation."

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VILLAGE WHEEL MAY RUN INDIA'S RADIO SETS

The Standing Finance Committee of the Indian Legislative Assembly plans for the expansion of India's radio services, according to the Electrical Review, London. The principal proposals are for the erection of eight new broadcasting stations and the taking over of the station hitherto maintained by the Frontier Province Government at Peshawar. The total expenditure on the new stations, on the remodelling of the transmitters at Bombay and Calcutta, and on research and other necessary developments will amount to Rs. 33 lakhs.

There is also a provision in the program for a short-wave relaying receiver at Delhi, and for the erection of a suitable building at New Delhi for the studio and office of the local broadcasting station and to accommodate the research department and the office of the Controller of Broadcasting. After these stations are constructed and the wavelengths tested, the question of evolving a cheap set for India to meet mass needs will be considered. One of the difficulties of radio services in villages is that the community set is expensive, and the cost of the battery makes it difficult for provincial governments to launch a scheme of expansion on any large scale. Research is now in hand in this direction. Two alternatives are under consideration. One is to take advantage of the electricity used for tube wells, and the other is to evolve a wheel which, when worked by hand by the villagers, will generate enough electricity to run the radio set.

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EXAMINER RECOMMENDS DELETION OF KVOS, TARGET OF AP

While the United States Supreme Court continued to deliberate on the "news piracy" suit of the Associated Press against KVOS, Bellingham, Wash., an Examiner of the Federal Communications Commission this week recommended that the station be denied a renewal of license and authority to transfer control.

Examiner Ralph L. Walker's report, covering 14 mimeographed pages, describes in detail the "Newspaper of the Air" broadcast by KVOS and condemns the practice of the editor expressing his personal opinions about other persons during the program. The "Newspaper of the Air", according to the report, has been conducted in a manner strongly reminiscent of the newspapers of a past generation, when editors were less restrained in their opinions and language.

L. H. Darwin, a former newspaper publisher of Bellingham, conducts the program under contract with the station and with the aid of two reporters, a secretary, and the service of a press association, subscribed to after the AP suit was filed alleging illegal use of material published in local newspapers.

The program is broadcast five times daily and consists of local, national and international news items, commercial and gratuitous announcements, and "editorial comments" by Mr. Darwin. It is the latter that has proved the most disturbing, according to the Examiner.

The editor of the "Newspaper of the Air", evidence showed, had run-ins with the local ministerial association as well as various political candidates.

"The City of Bellingham is sharply divided along political lines", the Examiner said, "the Bellingham Herald giving voice to and supporting one faction while Mr. Darwin, using the 'Newspaper of the Air' over KVOS, strongly supports the other in that part of the program referred to as 'editorial comments'. He concludes his early evening broadcast with the announcement:

> "'Our next broadcast is at 9:45 p.m., cleaning up the news of the day and making it unnecessary for you to look in the morning paper.'"

Two examples of the "editorial comment" cited in the report follow:

"If Justice Roberts of the United States Supreme Court were to run for President, do you think it would be worthwhile counting his votes? He is nothing but a Philadelphia Republican machine lawyer. Read his opinions, and you will find what your Congress has done, what the President has done, who were elected by two-thirds of the people of the United States."

"Another of the brazen falsehoods of Sefrit in the Herald tonight was the statement that the new budget allows the sheriff three field deputies. Of course it only allows him one - but another falsehood means nothing to Sefrit. Do you understand why United States Senator Bone stated that he could not understand why a just God would strike Ananias dead for lying - and let Frank Sefrit live? You would think there would be some limit to what a man wants to do in the way of falsification - especially where the official records proclaim the falsehood."

On other occasions Mr. Darwin referred to Mr. Sefrit as a liar and as a character assassin; to a veterans' organization as controlled by big business; to the Chamber of Commerce as controlled by Mr. Sefrit and the Bellingham Herald; to a dairy association as controlled by big business; to the Chamber of Commerce as having been instrumental in bringing bombs and instruments of warfare into the city in connection with a strike; to a county commissioner as being a party to an "alliance campaign using the aged and infirm inmates of the Whatcom County Home as a means of playing dirty politics", and to a mayoralty candidate as "Holy Land Banker Brown". After a primary election he stated that, "The churches and vice gangs are equally pleased with the results of the election." Mr. Darwin has made repeated use of the name of the manager of the newspaper as an adjective in describing those who do not agree with his views, the Examiner said.

The advertising rates for announcements on the "Newspaper of the Air" are substantially higher than for other periods, and the station numbers among its clients thereon some of the more prominent business houses of Bellingham. In July, 1933, the average number of paid commercial announcements per day on the three news broadcasts then carried was less than one. In January, 1934, the daily average of such announcements had increased to nine, in January, 1935, to thirteen, in August, 1935, to thirty-four, and in December of the same year, to more than thirty-six. During the months of February, March and April, 1936, approximately thirty-eight per cent of the gross income of Station KVOS was derived from commercial announcements on the""Newspaper of the Air". The net amount paid to Mr. Darwin during 1935 (after deduction of expenses charged to him) was approximately $2,800.

In 1934 and 1935 Station KVOS broadcast a play-by-play description of the "World Series" baseball games, accomplishing this by having its employees listen to the commercially sponsored program as broadcast by a station affiliated with a national chain, and repeat the substance thereof over KVOS. Four concerns originally sponsored the broadcast over KVOS. Station KOL, Station KOMO and a representative of the national advertiser objected, and, after several of the 1934 games had been broadcast, three of the local sponsors withdrew. This left as the only sponsor of the KVOS broadcast a local dealer of the national advertiser who sponsored the chain broadcast. This local dealer was the only sponsor of the 1935 broadcast.

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BRITISH SLOW TO ADOPT RADIOS FOR AUTOS

At the recent Motor Car Show at Olympia, London, there was further evidence that British manufacturers do not think the time is ripe for the mass-production of cars equipped with radio, according to the British Broadcasting Corporation.

There were upwards of 500 different models on view, but, with the exception of the American exhibits, there were very few cars permanently equipped with radio, although manufacturers were quite ready to install it as an extra if desired. Prior to the show there was a certain amount of anxiety as to what Olympia might reveal in this connection, in case some specially enterprising firm should come out with a standard car equipped with a wireless receiver, the BBC stated, but there was no sign of any startling development.

"The principal objection in Britain to car radio seems to be that it might distract a driver's attention at a critical moment. Motorists in the United States contend that this fear is groundless. They say that a wireless set relieves the tedium of a long journey, and argue that listening to a wireless program is less distracting, and usually much more interesting, than listening to the conversation of anyone who happens to be sitting beside the driver."

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S-W SETS REDUCE FOREST FIRES IN NORTHWEST

Shortwave, portable radio sets, used extensively this year for the first time by the United States Forest Service in establishing speedy communication in out-of-the-way places, operated within 2½ percent of perfection, U. S. officials report.

A regional network covering Montana, northern Idaho and eastern Washington, handled 2700 emergency contacts, 97½ percent of which were perfectly received without relaying in all kinds of weather conditions.

Use of the radio in speeding up the service played a large part in the record of less than 3 percent of the 1651 fires for the season going over 10 acres, it was said.

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STROMBERG-CARLSON OPENS NEW FACTORY IN AUSTRALIA

The opening of Stromberg-Carlson's new factory in Alexandria, Australia, in mid-October proved a gala event, according to an account in the Radio Retailer of Australia, which has just reached the United States.

No less a personage than J. A. Lyons, Prime Minister of Australia, participated in the ceremony. Other persons prominent in governmental and radio industrial circles in Australia also attended the luncheon given by A. Freedman, Director of Sales and Manager of the company. W. M. Angle, President of the Stromberg-Carlson Telephone Manufacturing Company, Rochester, New York, sent a message of greeting.

Many tributes were paid to the Stromberg-Carlson company by the speakers for its enterprize and confidence in erecting a plant designed to meet the industrial needs of the future.

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FARNSWORTH FORECASTS TELEVISION FOR 1937

Philo T. Farnsworth, who has an application for a television station in Philadelphia pending before the Federal Communications Commission, was quoted as predicting that regular television broadcasting will begin next year in an interview with Gobind Behan Lal, New York American science editor, last week. The story read in part:

"Speaking as a scientist and not as a maker of television receiving sets or as an officer of any television broadcasting studio or station, Mr. Farnsworth told this writer:

"'I, for one, have no doubt television broadcasting will begin in 1937, although I cannot say just around what date. After all, the important thing, from the scientific viewpoint, is that the main obstacles have been sufficiently mastered.'

"The Radio Corporation of America and the National Broadcasting Company have been experimenting in the field this year. Regular programs have been sent out and received by a select group of persons within a radius of many miles around New York City.

"So far this television transmission has been using a definition of 343 lines for each picture. The greater the number of lines constituting each picture the clearer is the picture. Television service to the public will mean pictures of 441 lines.

[illegible]

[illegible] Wires and Factory [illegible]

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"In one second 60 such pictures will be delivered by television, so the observer's eye will perceive no 'flickering'. That, of course, has been the objective of the American inventors, Dr. V. K. Zworykin of the R.C.A. Laboratories and Mr. Farnsworth, both creators of what is described as the new or only possible electronic television.

"Assurance is given that nowhere in the world will better televised images be produced and received.

"Four television sending stations can be expected to be ready for functioning next year. Two probably will be in New York, one in Philadelphia and one in Hollywood

"The average dependable distance to which satisfactory direct television is expected to be delivered is 40 miles from the sending station. However, devices have been developed which automatically will relay, or transmit, pictures beyond this approximate limit.

"The frequencies, or radio waves, to be used will be between 42 and 98 megacycles. That does not concern the layman so much as Mr. Farnsworth's expectation that a working receiving set need not cost at the lowest more than between $200 and $250. But these figures are mere estimates."

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NEW 5 KW TRANSMITTER MADE BY WESTERN ELECTRIC

A new 5 KW broadcasting transmitter has been developed by Western Electric, according to an article by L. G. Young, of the Radio Development Division, in "Bell Laboratories Record". The transmitter is labelled 355D1.

"The rapid trend toward higher quality in radio transmitters has already resulted in the 'high-fidelity' transmitter - a designation descriptive of quality and well merited by performance", Mr. Young writes. "High-fidelity transmitters of various ratings have already been developed by the Laboratories, and the 355D1 is also distinctive in this respect. Its chief contribution to the radio art, however, is the attainment of high-fidelity characteristics with simplified apparatus and lowered cost. To a large extent this has been brought about by the use of stabilized feed-back, which has permitted the new transmitter to be completely a-c operated, and - with other improvements - has made available a transmitter of highest quality that is yet low in price and easily maintained.

"This new transmitter is similar in its general features to the D-96847 but the use of alternating current for the filaments has made it possible to eliminate the motor-generator set. Its place is taken by simple transformers to reduce the alternating current supply voltage to a proper value for application to the filaments. Transformers are not only much less expensive than motor generators, but require no attention during operation, and their use therefore represents an appreciable simplification. A further distinguishing feature of the new transmitter is the use of the 315-A mercury-vapor rectifier tube in the high-voltage rectifier circuit. This rectifier employs six of the 315-A tubes, and is rated to deliver 1.7 amperes at 11,500 volts. This is the first application of this low-priced tube, which is designed primarily to reduce the cost of furnishing direct current at voltages as high as 12 kilovolts.

"Another simplification in the new transmitter is the omission of the one-kilowatt amplifier unit. One complete unit, including tubes and power supply, has been omitted, thus lessening the cost of the transmitter and decreasing the space required.

"Only twenty-seven tubes are employed in the complete transmitter, which represents a substantial reduction as compared with other equivalent transmitters."

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CROSLEY DECLARES DIVIDEND OF 75 CENTS

The Crosley Radio Corporation last week declared a dividend of 75 cents. The 50-cent distribution made on July 1st was the first payment since 25 cents was voted on July 1, 1935.

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WXYZ, NBC-Blue network station in Detroit, has begun construction on a new, 474-foot vertical antenna. The new structure will mean wider coverage for the station, and also a better signal in Detroit, its suburbs and surroundings.

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INDUSTRY NOTES

The second meeting of the Preparatory Committee for the International Telegraph Conference to be held in Cairo, in February 1938, will be held at 10 A.M. on Monday, November 30, 1936, in Room 1413,,New Post Office Building, Washington, D. C.

Louis G. Caldwell, prominent radio authority, has been named departmental advisory editor on radio and communication of The George Washington Law Review. He was formerly editor of the Journal of Radio Law and is past Chairman of the American Bar Association's Committee on Radio Law.

There has just been placed on the market in South Africa a line of broadcast and all-wave radio receivers and radio-gramophones manufactured in Australia, the U. S. Commerce Department reports. The receivers are sold under the trade name of "Fisk" and are the product of Amalgamated Wireless (Australia) Limited of Sydney.

False representations as to the merits and effectiveness of "Youthray", offered as a hair color restorer, are prohibited by the Federal Trade Commission under an order to cease and desist entered against Erna Saffan, Inc., and Roy M. Kirtland, 646 North Michigan Ave., Chicago. The respondents are directed to discontinue representing in catalogues, on labels, by radio broadcasting, or in any other manner, that "Youthray" is not a dye, can be used to restore the color of hair without the aid of harmful dyes, etc.

Larus & Brother Company, Richmond, Va., makers of Edgeworth Smoking Tobacco and Domino Cigarettes, is the sponsor of a new World transcribed program, presenting outstanding radio artists and prominent personalities in a show directed at the male audience. "Moments You Never Forget" is the title of the half-hour program, heard weekly on a selected list of stations from coast to coast. The campaign is handled by Marschalk & Pratt.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF NOVEMBER 27, 1936

Congressional Probe Of FCC Expected At Next Session.....2

Early U. S. Radio Supervisor Dies.....3

"Secret" Television Set-Up Reported In Hollywood.....4
Paley Impressed By Dutch Studio Design.....4

WOV Sale To Bulova Approved As WLWL Loses Fight.....5
FCC Telephone Inquiry Will Resume On December 8.....5

Program Of Educational Conference Is Released.....6

All Washington Applications Save Meyer's Scheduled.....7

RMA Merchandising Program Gets Wide Approval.....8
Talent Costs Net Sponsors 40% Of Radio Budget.....8

Educators Set Forth Ideal Radio Program Standards.....9

KVOS License Renewed As FCC Considers Report.....10

Examiners Present Tough Problem For The FCC.....11
Criticizes Network Medical Ban.....11
Passenger Busses Equipped With Radios In Australia.....11

WRVA To Join CBS Next June.....12
WSPD Joins NBC; WTIC Renews Contract.....12

No. 984

CONGRESSIONAL PROBE OF FCC EXPECTED AT NEXT SESSION

Despite the preponderant New Deal majority in the 75th Congress, Washington observers are predicting that the long-delayed Congressional investigation of the Federal Communications Commission will occur.

House leaders, particularly Chairman John J. O'Connor, of the Rules Committee, were able to block several moves for a probe last session, but now they are said to be reconciled to an inquiry, confident that it can be kept under control.

The move for the investigation doubtless will originate in the Democratic ranks although many Republicans would be glad to sponsor it. At the last session Representative Connery (D.), of Massachusetts, was the most persistent in his demands for a probe.

Although the FCC has been boldly pro-New Deal in its policies, it has stirred up bitter opposition among prominent Democrats, as well as Republicans, by its decisions in sectional or factional feuds.

With the Democrats in such a dominant position, it is not likely that the investigation will delve very deeply into the pro-New Deal actions of the Commission. It more probably will be confined to reversals of Examiner recommendations and questionable decisions removed from national politics.

Among the matters that probably will be aired in the event of a Congressional probe are the Knox Broadcasting Company case, together with the "Willard Hotel incident", the unsuccessful attempts of the Paulist Fathers to obtain full time for WLWL, New York, and the Brooklyn cases which the FCC has still not decided after more than two years.

The "Vandenberg incident" will doubtless be brought up and may lead to a chance in policy with regard to recorded broadcasting, but it is not likely that the FCC will be punished greatly for playing a hands-off policy in a row between the CBS network and the Republican National Committee.

The FCC is in a much more vulnerable position in its grant of facilities to the Star-Times Publishing Co., St. Louis, over the protest of WIL, St. Louis, the St. Louis Post Dispatch, and the Republican National Committee. Although the issue is now in litigation, the litigants and the Republicans are still

aroused over what was termed "an outright gift of $500,000" to a pro-Roosevelt newspaper on the eve of the election.

There are numerous minor incidents and regulations which have aroused various members of Congress and which would be aired if the inquiry gets under way.

About a year ago the FCC itself was sharply divided, and two members, the Chairman, Anning S. Prall, and George Henry Payne, the Republican Progressive, were not on speaking terms.

Within recent months, however, there has been no evidence of such a cleavage although one or two members have dissented from time to time on individual cases.

When the inquiry does begin it is expected that Mr. Prall, both because of his position as Chairman and because of his political background, will bear the brunt of criticism.

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EARLY U. S. RADIO SUPERVISOR DIES

With the death of Arthur J. Tyrer, 68, Assistant Director of the Bureau of Marine Inspection and Navigation of the Commerce Department, in Washington last week, the life of one of radio's original supervisors in the United States was brought to a close. While Mr. Tyrer himself did not continue to be closely associated with radio, nevertheless when the new science came to governmental attention through the spark wireless from ships, it was put under his supervision when he was head of the Bureau of Navigation in the Department of Commerce. It was through the ships that the Commerce Department inherited radio which the Department controlled many years before passing it along to the Radio Commission and later the Federal Communications Commission.

Mr. Tyrer created a Radio Division in the Bureau of Navigation of which W. D. Terrell, one of the two first radio supervisors in the United States, became the head. Mr. Terrell is still connected with the Communications Commission as Chief Supervisor.

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"SECRET" TELEVISION SET-UP REPORTED IN HOLLYWOOD

An under-cover television laboratory in Hollywood reputedly has some of the major eastern experimenters in the field of visual broadcasting worried, according to Variety, which this week tells the following story:

"In a Hollywood hideaway lab, 10 flights up, no signs on doors except positively no admittance and strong-arm human stop-signals to block guys who don't belong, is a television setup in the process of development that has Hollywood, Radio City and the big boys generally trying to buy in or close the thing out.

"Three efforts to get a piece for $2,000,000, all generating, as investigation proved, from the same studio sources, have received the same brushoff.

"This television setup is the same as the others with this difference; instead of a 7 x 10 inch tintype, it can project an image the size of a standard motion picture screen.

"At present the image has certain distortions, like trick mirrors give, or color plates which don't line up perfectly, but this, the inventors contend, is a simple matter of mechanics, not an electrical difficulty, and they've been holding off general manufacture until their engineers in Chicago send the parts which have been ordered.

"The inventors are young engineers who worked with Lee de Forrest on the vacuum tube which turned radio from an exclusive proposition on reception down eventually to the current $5 thing for the mob.

"Head of the organization is Dr. R. D. DeMert, who owns World Wide Television Corp."

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PALEY IMPRESSED BY DUTCH STUDIO DESIGN

William S. Paley, President of the Columbia Broadcasting System, was greatly impressed by the architecture of the new AVRO building at Hilversum, Holland, according to World-Radio.

Mr. Paley was so much struck with the Hilversum building generally, and with the insulation of the studios in particular, that he invited the architects, Messrs. B. Merkelbach and C. J. F. Karstens, to visit New York and advise the architects of the new CBS buildings on various points.

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WOV SALE TO BULOVA APPROVED AS WLWL LOSES FIGHT

The Federal Communications Commission this week apparently brought to an end the almost two-year fight between New York broadcasters when it cancelled a scheduled hearing and approved the sale of WOV by John Iraci to Arde Bulova, the watch maker and owner of WNEW.

A few days previously the FCC had rejected an application of WLWL, operated by the Paulist Fathers, for full time and had refused to permit it to withdraw without prejudice a request for a reshuffling of broadcasting facilities to file a new petition for the channel of WOV.

The Commission, in approving the WOV sale, said the action could not be construed "as a finding by the Commission upon the proposal to transfer an interest in Station WNEW at this time or at any time in the future." Such action, it added, may be taken only upon formal application.

The Paulist-Bulova fight has perplexed the Commission for months and has drawn into the controversy prominent churchmen, politicians, and Italian factions.

Under the original plan, which fell through, WOV was to have been sold to the Paulists, which in turn proposed to lease or sell WLWL, which then would become a full-time station on 1100 kc., to CBS.

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FCC TELEPHONE INQUIRY WILL RESUME ON DECEMBER 8

With the convening of the 75th Congress just about a month away, the Telephone Division of the Federal Communications Commission this week decided to resume its telephone inquiry on December 8th.

The hearing, which was authorized by the last Congress, has been carried on in somewhat spasmodic intervals for almost a year. It is expected that Congress will demand a report on the Commission's findings at the next session.

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PROGRAM OF EDUCATIONAL CONFERENCE IS RELEASED

The program of the First National Conference on Educational Broadcasting, to be held in Washington December 10-12, was announced this week. Its principal listings of the general sessions follow:

Thursday Morning

Welcome by Hon. Harold L. Ickes, Secretary of the Interior

Address: "American Radio", Anning S. Prall, Chairman, Federal Communications Commission

Address: "Broadcasting in American Education", John W. Studebaker, U. S. Commissioner of Education

Thursday Afternoon

Address: "Social Responsibility of Broadcasting", Hendrik Willem Van Loon, Author and Journalist

Thursday Evening

Program arranged by the Institute of Radio Engineers, C. M. Jansky, Jr., Committee Chairman

"The Evolutionary Development of Radio Allocation Regulations", T.A.M. Craven, Chief Engineer, Federal Communications Commission.

"Practical Limitations of the Broadcast Allocation Structure", C. B. Jolliffe, Chief of Frequency Bureau, Radio Corporation of America.

"The Ultra High Frequency Domain", Alfred N. Goldsmith, Consulting Radio Engineer, New York City

Friday Morning

Address: "The Implications of Radio as a Social and Educational Phenomenon", Howard W. Odum, University of North Carolina.

Friday Afternoon

Address: "Radio Broadcasting as a New Force in American Politics", Arthur N. Holcombe, Harvard University

Friday Evening

Banquet - Theme: The Influence of Radio in the Comity of Nations

Saturday Morning

Address: "The Claims of Education in Broadcasting", William Mathew Lewis, President, Lafayette College

Address: "Broadcasting in the American Democracy", David Sarnoff, President, Radio Corporation of America

Other papers will be read at various conference sessions.

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ALL WASHINGTON APPLICATIONS SAVE MEYER'S SCHEDULED

Hearings were scheduled this week on three of the applications for broadcasting stations in Washington, D. C., but Eugene Meyer, wealthy Republican publisher of the Washington Post, was left waiting by the Federal Communications Commission.

The applicants granted a hearing are the Continental Radio Company, a Scripps-Howard subsidiary associated with the Washington Daily News; Hearst Radio, Inc., owned by the publisher of the Washington Herald and Times; and the United States Broadcasting Co., one of whose executives is William Dolph, Director of Radio for the Democratic National Committee.

Although Mr. Meyer has filed three applications for facilities, one as early as May 14, he has not been granted so much as a hearing.

Only this week an Examiner heard the plea of former Senator C. C. Dill for a broadcasting station, in Washington.

The three applicants who have been granted a hearing are seeking the facilities formerly occuped by WOL, now on a regional channel. The requested channel is 1310 kc.

Mr. Meyer has asked the facilities of WMAL and assignments in the high fidelity experimental band.

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A new transmitter, claimed to be the most powerful in the Southern Hemisphere, has been ordered by the New Zealand National Broadcasting Service for 2AY, Wellington. The power is to be 60 KW, and the transmitter is to be erected on the high land north of Tahiti Bay. A single mast 700 ft. high will be used, and the wave length will be 526 meters.

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RMA MERCHANDISING PROGRAM GETS WIDE APPROVAL

Widespread approval and support, by the trade as well as manufacturers, has followed the proposed merchandising reform program developed by the RMA and submitted, in new trade practice rules, to the Federal Trade Commission, according to Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association.

Chairman E. F. McDonald, Jr., and the RMA Fair Trade Practice Committee have received many endorsements of the set manufacturers' plan to end prize contests, "spiffs", cruises and other undesirable practices in radio merchandising. The example and program of the RMA Set Division also promises to be followed by other radio groups. Other industries also are at work to abolish the "spiffs" practice and it is a matter under close government scrutiny, with possible developments also under the Robinson-Patman Act. The RMA has received formal resolutions from the National Electrical Wholesalers' Association urging that manufacturers discourage subsidies or donations of any kind to salesmen of distributors or dealers.

A majority of RMA set manufacturers already have transmitted to Association headquarters signed agreements supplementing the new trade practice rules on prizes, "spiffs", etc. now pending before the Federal Trade Commission. The trade practice rule would apply to manufacturers, while the supplemental agreement would obligate manufacturers to use "all lawful means" for observance by their distributors of the proposed trade practice rule, thus making it effective in the trade as well as directly by manufacturers.

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TALENT COSTS NET SPONSORS 40% OF RADIO BUDGET

The cost of talent on the big commercially sponsored network programs has increased about 10 percent within the past year and now amounts to about 40 percent of the sponsor's radio budget, according to an estimate of the American Association of Advertising Agencies.

In many instances, it reports, the talent costs for such head-liners as Eddie Cantor, Jack Benny and Burns and Allen equals or surpasses the charge for a nation-wide hookup of broadcasting stations.

A demand for more gag writers by the performers also was said to be responsible for part of the increased talent costs.

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EDUCATORS SET FORTH IDEAL RADIO PROGRAM STANDARDS

An ideal of what educators want in radio programs is set forth in a tentative report in the October issue of The Ohio Radio Announcer, which is published monthly by the Bureau of Educational Research of the Ohio State University.

The statement of standards as tentatively projected in Ohio follows:

Advertising: Amount - Advertising should occupy only a minor proportion of the time of any educational program.

Distribution - Mere mention of sponsor at beginning and end of program is best practise. Short sections of unobjectionable advertising at beginning and end of program are acceptable. Advertising distributed throughout the program is not acceptable for school use.

Nature - To be acceptable, advertising must be an honest representation of the product. No program is acceptable for school use which attempts to enlist listener's participation in advertising contests, or invites listener to send in cartons, labels, bottle tops, or the like, or appeals directly to children to persuade their parents to buy products in order that children may receive something free.

Personnel: Authority - In general, persons should be featured in programs who are accepted as authorities in the field which the program represents.

Prominence - Other things being equal a program with speakers of such prominence as to give significance to their views is to be preferred.

Manner - Speakers and announcers should be pleasing and unaffected in manner. "Talking down" is resented by children. Speakers should be easy to understand and interesting to follow.

Program content: As source of information - Information should be well organized, authoritative and reliable, pertinent and directly applicable to the work in which the class is engaged at the time, and should be such as to supplement the sources of information to which the pupils already have access.

As means of developing appreciations - A radio program of this type should exemplify the best standards in the area of expression concerned; it should represent a type of appreciation appropriate to the grade level at which it is to be used; technics of presentation should be appropriate to the area of expression involved; and it should encourage the listener to extend his acquaintance with the area represented, or to explore the area as a means of self-expression.

As a directed participation activity - Directions should be definite and clearly stated, sufficient time should be allowed after each step for the pupils to make the expected response, and the type of activity involved should be appropriate for radio presentation.

As directions for later participation - Successive steps should be definite and clearly stated and sufficient time should be allowed for necessary note-taking.

As direct teaching - Subject should be appropriate for radio presentation. It should not duplicate the type of teaching usually done by class-room teachers unless local trained teachers of that subject are not available. Each presentation should be built upon learnings of earlier programs in the series and furnish leads into programs to follow. The listener should be referred to supplementary learning sources so that the radio lesson will become part of a larger learning process. Advance information should be made available to the teacher which will enable him to have necessary materials and supplementary aids at hand. There should be definite suggestions for listener activity.

As source of opinion - There should be a clear distinction between material presented as facts and material which is someone's interpretation of the facts. The bias or specialized viewpoint of the program or speakers should be made clear. A speaker should be typical of the group represented or should be of sufficient prominence to make his individual viewpoint worthy of consideration.

Total effect: In general, the point of view of a program should be socially constructive. Its effect, if any, on the ideals and attitudes of pupils should be to encourage the formation of the kind which the school desires to have children form. The program should present a point of view, merely, and leave the acceptance or rejection of it to the intelligence of the listener, unless it be clearly obvious that the program represents special pleading and is not an objective presentation.

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KVOS LICENSE RENEWED AS FCC CONSIDERS REPORT

While considering the denunciatory report of Examiner Ralph H. Walker, the Federal Communications Commission this week granted a renewal of the license of KVOS, Bellingham, Wash., on a temporary basis subject to subsequent action.

The Examiner's report, recommending deletion of the station, has caused somewhat of a sensation in broadcasting and publishing circles because of the pending "news piracy" suit filed against KVOS by the Associated Press and now before the United States Supreme Court.

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EXAMINERS PRESENT TOUGH PROBLEM FOR THE FCC

The Federal Communications Commission has been given a tough, though minor, problem by its Examiners.

Recently one Examiner recommended that the application of KUJ, of Walla Walla, Wash., for a transfer from 1370 to 1250 kc. be granted and that, in event of this grant, that the application of Donald A. Wike and H. C. Studebaker for a permit to build a new station at Baker, Ore., for operation of 1370 kc. be granted also.

This week Examiner Robert L. Irwin recommended that the application of KIT, Yakima, Wash., for a transfer from 1310 to 1250 kc. be granted, providing the KUJ request is rejected or rejected if the KUJ application is granted.

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CRITICIZES NETWORK MEDICAL BAN

Dr. Victor Heiser in his widely read new book, "An American Doctor's Odyssey" says:

"I was particularly struck with the manner in which the Health Department in Russia handled venereal disease, which was being treated solely from an infectious standpoint. This is in great contrast to our attitude; ostrich-like we stick our heads in the sand and refuse to recognize that syphilis causes greater havoc than any other disease in the Christian world, and that efforts to deal with it should not be handicapped by regarding it as punishment for sin. The situation will remain hopeless as long as a prominent health officer of the leading state of the Union can be refused the use of one of the great radio broadcasting systems because he mentioned the word syphilis."

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PASSENGER BUSSES EQUIPPED WITH RADIOS IN AUSTRALIA

Busses have been equipped with radio receivers for the entertainment of their passengers, according to a report in Radio Retailer of Australia.

"The proprietor of the bus is more than pleased with the reaction of his passengers and with the performance of the receiver", the periodical states.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF DECEMBER 1, 1936

FCC Engineering Department Speeds Reallocation Report.....2

Cruse Named FCC Aid; Still In Commerce Department.....3

Television Developments Lead Industry Merry Chase.....4
FCC Grants 54 New Station Permits During The Year.....4

CBS Raises Rates With Average Increase 9 Percent.....5

Three Radio Figures In The 75th Congress.....6
Radio Advertising Gains 22% In September Spurt.....6

Foreign Language Net Formed In New England.....7
Television Making Strides In Soviet Russia.....7

University Finds "Mikes" Increase Class Efficiency.....8
All Crosley Employees To Get Xmas Bonus.....8

Notes.....9

India Is Growing Market For Radio Sets, Transmitters.....11
German Gramophone Firms Win Suit Against Radio.....11

RCA Votes 87½ Cent Dividend On New Stock.....12
NBC Plans Daily Programs For Latin-America.....12

No. 985

December 1, 1936

FCC ENGINEERING DEPARTMENT SPEEDS REALLOCATION REPORT

Aiming to submit a preliminary report to the Broadcast Division of the Federal Communications Commission before Christmas, the FCC Engineering Department is beginning to draft its recommendations after a study of the mass of testimony and evidence presented to the October broadcast hearing.

While it is still too early to predict what policies may be adopted by the Commission, indications are that the engineers will have definite proposals to make with regard to super-power, clear channels, and other controversial issues debated at the hearing.

Taking cognizance of the predominance of economic factors discussed at the inquiry, the engineers probably will recommend the creation of a new section of the FCC to keep in touch with the economic trends in broadcasting just as the engineers follow the technical developments.

Establishment of such a section, it is believed, would enable the Commission to obtain first hand information on the market and trade factors in allocation broadcast facilities. With the quota system abolished, the FCC already is giving more attention to the economic questions, such as whether a community is able to support an additional station and whether a new outlet might undermine the investment in existing stations.

Whatever new policies are adopted by the Commission probably will not become effective before early Spring. Reports now prevalent are that the FCC order may be issued about mid-February to become effective at the end of 30 days.

The super-power and clear channel issues offer much more difficult problems for the engineers and the Commissioners because of the sharply divided opinion among broadcasters. As a consequence, the engineers are expected to recommend that each application for 500,000 watts be considered on its individual merits rather than that any broad policy for handling such applications be adopted.

There are also indications that the engineers may propose the further breaking down of clear channels to make way for a new class of stations using directional antennas. One prediction is that the number of clear channels will be reduced from 30 to 25.

Horizontal increases in power for both regional and local stations is expected in view of the lack of opposition to this demand at the October hearing.

To make room for more broadcasting stations the "high fidelity" band of 1500-1600 kc., now in the experimental category, may be opened with ten channels to accommodate about two-score new regional stations. Applications for assignments in this band have been filed already in anticipation of this change.

As was predicted in October, there appears no likelihood of any general reallocation of facilities such as that of 1928. Existing stations, providing they are performing good service, rather will be given the preference in the allocation of improved channels or power increases, it is believed.

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CRUSE NAMED FCC AID: STILL IN COMMERCE DEPARTMENT

Although Andrew W. Cruse, well-known in the radio industry as Chief of the Electrical Division of the Bureau of Foreign and Domestic Commerce, has been appointed Assistant Chief Engineer of the Federal Communications Commission, he had not left his post at the Commerce Department early this week.

While it was assumed that the delay was due to inter-departmental courtesy, Mr. Cruse said that he did not know when he would leave the Commerce Department job.

A graduate of the Naval Academy, Mr. Cruse has been with the Commerce Department since 1933. He has specialized in television research and was the official U. S. Government observer of television on a European tour in 1935.

When he joins the FCC, he will be assigned to the Telephone Division, filling a vacancy created by the resignation of W. G. H. Finch more than a year ago.

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Venezuela has allocated 2,817.80 bolivars ($717) to the Caracas Police Corps for 12 radio sets for the use of the motorized police units. The sets are being supplied by an American firm.

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TELEVISION DEVELOPMENTS LEAD INDUSTRY MERRY CHASE

That the development of the art of televising are changing so fast that the industry is having difficulty keeping apace, was indicated by David Sarnoff, President of the Radio Corporation of America recently in a lecture before the Franklin Institute of Philadelphia, in which he said:

"In our present field tests we are using 343-line definition. In cooperation with the industry, we have recommended to the Federal Communications Commission the adoption of 441-line definition as a standard for commercial operation. Our New York transmitter will be rebuilt to conform to the recommended standards. That also means building receivers to conform to the new standards of the transmitter. The necessity of synchronizing transmitting and receiving equipment carries with it serious responsibilities. On the one hand, standards cannot be frozen prematurely or progress would be prevented; on the other hand, frequently changing standards would mean rapid absolescence of television equipment."

Speaking along the same line to members of the press assembled at the recent television demonstration in New York, Mr. Sarnoff said:

"In our present field tests we are using 343-line definition. Radio Corporation of America and the radio industry have, through the Radio Manufacturers' Association recommended to the Federal Communications Commission the adoption of 441-line definition as a standard for commercial operation. Our New York transmitter will be rearranged to conform to the recommended standards. That also means building synchronized receivers to conform to the new standards of the transmitter."

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FCC GRANTS 54 NEW STATION PERMITS DURING THE YEAR

With still several weeks to go, the Federal Communications Commission has granted construction permits authorizing erection of new broadcast stations to 54 applicants during 1936, bringing the total number of stations in the country to 675, according to a compilation by Broadcasting, radio trade magazine.

This total represents an increase of 50 over the number of stations in operation after the reallocation of 1928, but is about 60 under the total that existed in 1927 when the old Federal Radio Commission took over the job of radio regulation.

Of the 54 new stations authorized, 19 are identified with newspapers. California and Texas tied for first place in obtaining the new facilities. Each got seven stations.

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CBS RAISES RATES WITH AVERAGE INCREASE 9 PER CENT

Following closely on the heels of the similar action by the National Broadcasting Company, the Columbia Broadcasting System has announced a new rate card schedule, effective January 1, 1937, and raising rates on an average of 9 percent. The NBC average increase was 10 percent.

The new rates are applicable immediately, however, only to new advertisers, present sponsors being permitted to renew contracts at present rates until January 1, 1938.

Station WABC, New York, will become the most expensive outlet in the country with an hourly rate of $1,250 when the new schedule becomes effective.

For the 90 cities listed, the new card specifies a night rate of $19,920 per hour, $11,960 per half-hour and $7,980 per quarter-hour. These compare to the present rates for 96 cities of $18,395 per hour, $11,045 per half-hour and $7,370 per quarter-hour. The new rate card takes into account changes in outlets in certain cities.

The rate for WABC was increased from $1,000, $600 and $400, to $1,250, $750 and $500. The WLW rate is $1,200 per hour, $800 per half-hour and $532 per quarter-hour. Rates for both WEAF and WJZ, NBC New York keys were increased from $1,000 per hour to $1,200 per hour, $720 per half-hour and $480 per quarter-hour in the revised schedule announced two weeks ago.

Hugh K. Boice, Vice-President in Charge of Sales for CBS, explained the new schedule thus:

"The new card reflects a year's progress. It lists 19 stations which have increased their power since the last Columbia rate card was issued 12 months ago. It includes 10 strategically located stations which have been added to the network, replacing previous facilities or still further intensifying Columbia's coverage in new areas.

"And in these past 12 months - with an unprecedented total of almost 8,000,000 new sets purchased for the home or the automobile - the radio audience has recorded its increasing interest in broadcasting.

"Many of these new sets were bought by radio families as additions or replacements, to continue and improve their listening; others went to new radio families, raising last year's total of radio homes in the United States (22,869,000) still closer to complete saturation of the country's population.

"These new Columbia station facilities, new sets and new radio families in 1936, following hard on the previous record increases of 1935, have increased the Columbia Network audience by over 30%, in the two years since Columbia's current rates were established."

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THREE RADIO FIGURES IN THE 75TH CONGRESS

There will be three graduates of radio's school of experience in the 75th Congress. One of them is a newcomer, and two are hold-overs.

Luther Patrick, of Birmingham, the new addition, until recently conducted the "Good Morning, Neighbor" program on WBRC, Birmingham. The two who were re-elected are Karl Stefan (R.), of Nebraska, formerly a news commentator on WJAG, Norfolk, Nebr., and Frank E. Hook (D.), of Michigan, associate owner of WJMS, Ironwood, Mich.

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RADIO ADVERTISING GAINS 22% IN SEPTEMBER SPURT

Broadcast advertising during September amounted to $8,541,218, an increase of 22.1 percent over August, according to the National Association of Broadcasters. Gains were general throughout the medium. National networks showed the greatest increase in volume, rising 29.6 percent over August.

Total broadcast advertising volume in September was 50.6% greater than during the corresponding month of the preceding year. This was the greatest gain to be experienced in many months. Increases were general, with national non-network volume increased to the greatest extent. Volume in this field rose 76.2% above the September 1935 level.

Total non-network advertising increased 13.7% as against August. This was due to substantial increases in the clear channel and regional group stations. While all portions of the country enjoyed increased volume of business, the New England-Middle Atlantic area led with a gain of 31.6%. Compared to last September greatest gains were shown in regional station business and in the South Atlantic-South Central area.

In the non-network field, all forms of rendition increased over the previous month, except announcements, which declined 1.0%. The most important gains over the preceding month were registered in the live talent field. Compared to last September all forms of rendition increased. Transcriptions increased 60.5% and live talent 73.3% as compared to September 1935.

Gains were general in the various sponsor groups compared to August. Automotive and clothing advertising showed the principal increases in the national network field. Regional network confectionery, soap and kitchen supplies and financial advertising experienced significant gains. Department store

advertising rose in both the national non-network and local fields. Radio set advertising increased 60.4% in the latter.

Compared to September of last year, automotive, soap and kitchen supplies, and tobacco advertising showed the greatest gains on the national networks. Gains were fairly general in the regional network and national non-network fields. Local tobacco and kitchen supply advertising showed gains of 73.5% and 161.4%, respectively.

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FOREIGN LANGUAGE NET FORMED IN NEW ENGLAND

Viola & Furman, New York foreign-language station representatives and radio production firm, announces formation of a four-station network in New England devoted exclusively to foreign language broadcasts. The network has been in operation for the past month and includes WELI, New Haven; WNBC, New Britain, Conn.; WSPR, Springfield; WCOP, Boston. Arrangements are being made to extend the network into the Providence area.

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TELEVISION MAKING STRIDES IN SOVIET RUSSIA

Television in Russia, although introduced comparatively recently, seems to have become popularized far more quickly than elsewhere, according to World-Radio, BBC journal. The State has installed a number of low-definition television transmitters in Moscow and elsewhere, and has placed receivers in large factories and in the halls of communal dwellings; program features seem equally far advanced.

Such events as boxing-matches have apparently been televised, and circus performances were in contemplation, as well as a novel kind of transmission called "Film Talks", in which explorers would speak of their expeditions and slides illustrating their work would be televised. A growing number of amateurs are building their own television receiving sets.

A special "Television Centre" is shortly to be built in Moscow, and is to be equipped with the latest apparatus to work on a 6-metre wavelength with 343 lines definition. Two ultra-short wave transmitters of 7.5 KW capacity will be constructed within the centre, one to broadcast vision, the other sound. The studios, which will cover an area of 320 square metres, are to be erected in another building.

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UNIVERSITY FINDS "MIKES" INCREASE CLASS EFFICIENCY

Officials at the Georgetown University School of Law, Washington, D. C., are studying the effects that a newly installed public address system may have on classroom efficiency.

Earlier experiments with the "necklace" microphones worn by professors during lectures proved so satisfactory, the Rev. Francis E. Lucey, S.J. Regent of the school, explained that the system has been installed permanently in the three largest halls.

"No doubt", he said, "other departments of the university may adopt a similar public address system to suit their needs."

From the viewpoint of both professors and students at the law school, Dr. Lucey claimed, the system already has served to facilitate class work. It not only has made lecturing easier on the vocal cords of professors, who sometimes come to class after a strenuous court trial, but it also makes it possible for 175 or 200 students in a crowded hall to hear distinctly every word that is uttered. As a result, he said, the attention of students is less apt to stray.

The microphone worn by the professor is shaped like a small box, about 2 inches square and is attached around the neck by a long cord that makes is possible for him to move about the platform or use the blackboard while lecturing. Instead of the usual megaphone-shaped amplifiers, a new and inconspicuous type has been attached to the rear and two side walls.

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ALL CROSLEY EMPLOYEES TO GET XMAS BONUS

Powel Crosley, Jr., President of the Crosley Radio Company, has announced that the Board of Directors has decided to give each person on the company's payrool between November 20 and December 20 a Christmas bonus check.

Announcement was also made that the management has arrived at a flat increase in the factory hourly rate of pay for men and women that will amount to approximately six percent of the payroll. The increase in the hourly rate of pay will become effective the week beginning November 30.

The Christmas bonus plus the increase in the flat hourly rate of pay to the factory hands will amount, it is estimated, to approximately a quarter of a million dollars in 1937, Mr. Crosley said.

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NOTES

Two Washington radio stores are engaged in litigation because one allegedly copied the slogan, front and window designs of the other. The Sun Radio Service & Supply Co., as a consequence, has appealed to relief in the District of Columbia Supreme Court. The defendant is the Metropolitan Radio Co., Inc.

The Columbia Broadcasting System has issued an analysis of what it terms "The Leading Advertisers' Choice of Radio Network Facilities", which lists 100 advertisers, 22 of whom are exclusively on CBS, 7 on the NBC-Red Network, and 8 on the NBC-Blue Network. The total on each network is distributed thus: CBS, 41; NBC-Red, 34; and NBC-Blue, 26.

E.P.H. James, Promotion Manager of the National Broadcasting Company, calls attention to a statement by S. C. Johnson & Son, which cites a sales increase of from 30 to 50 percent and attributes much of the gain to the NBC radio program "Fibber McGee and Molly".

Adolph J. Opfinger has been appointed program coordinator of the Mutual Broadcasting System, effective December 14. Harry Carlson, announcer, has been appointed to the post of Production Manager of WOR, effective December 13, replacing Mitchell Bonson, who is now Assistant Program Director, replacing Mr. Opfinger.

A new and valuable service for the engineering staffs of RMA member companies is the "RMA ENGINEER", a new quarterly publication of important technical data. The first issue was distributed in Nobember and contains a wide variety of technical information.

Michael J. Meehan, who made Wall Street history in 1928 with his coup in RCA stock, a series of deals supposed to have shown profits of $5,000,000 to $15,000,000, has been confined to a private sanitarium since last Summer, it was learned last week.

An order has been entered by the Federal Trade Commission directing Sutton Laboratories, Inc., Chapel Hill, N.C., to discontinue misrepresenting the therapeutic value of "Linoil", a proprietary preparation intended for use in the treatment of skin diseases. The respondent corporation has engaged in radio advertising.

David Sarnoff, President of the Radio Corporation of America, will be heard on the air when, as Honorary Chairman, he will address the third joint luncheon-meeting sponsored by the New York Building Congress; the National Research Council and the Producers' Council Club of New York in the Hotel Commodore, on December 9.

Mr. Sarnoff will introduce Dr. Frank B. Jewett, President of Bell Laboratories, who will speak on "Research and Progress in Communications."

Valuable television equipment of the Baird Television Laboratories was destroyed November 30th in a fire that raged the famed Crystal Palace in London. The major BBC television station, however, is in Alexandra Palace.

Costa Rican duties on radios and accessories remain unchanged in the new trade agreement reached between the United States and Costa Rica.

Metropolitan Opera will be broadcast this season to radio listeners throughout the world under sponsorship of the Radio Corporation of America, it was announced this week by David Sarnoff, President of RCA and a Director of the Metropolitan Opera Association, Inc. The regular Saturday matinee performances will be carried to the radio audience in the United Stations for the sixth consecutive year over the nationwide NBC-Blue Network. In addition, Station W3XAL and other short-wave transmitters affiliated with NBC will make the programs available to listeners in all parts of the world.

Among the Americans disembarked by the U.S.S. Raleigh at Marseilles, France, November 25, were Col. Sosthenes Behn, President of the International Telephone and Telegraph Company; F. T. Caldwell, General Manager of the Spanish National Telephone Company and American employees of the latter company. Colonel Behn and Mr. Caldwell plan to return soon to Spain where the I.T.& T. has an investment in American capital of $130,000,000 tied up in the Spanish National Telephone Company.

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INDIA IS GROWING MARKET FOR RADIO SETS, TRANSMITTERS

American broadcasters were advised this week by the U. S. Bureau of Foreign and Domestic Commerce that Inida is growing in importance as a market for radio receivers and transmitting equipment.

With the government of India planning to add five more broadcasting stations, Andrew W. Cruse, Chief of the Electrical Division, commented:

"The demand for radio receiving sets in India has increased enormously during the course of the last two years. Total imports of "wireless apparatus" (a high percentage of which is believed to be receiving sets, although these are not separately classified by the Customs) amounted to 2,830,000 rupees during the fiscal year 1935-36, which represents an increase of 75 percent over 1934-35 and 150 percent over 1933-34. The demand for American sets greatly increased, 1935-36 imports amounting to 1,242,627 rupees as compared with 830,348 rupees in 1934-35 and 178,994 rupees in 1933-34.

"Owing to lack of classification, it is difficult to analyze the shares of other countries, but the 1,048,701 rupee share of the United Kingdom is believed to have included a very considerable amount of broadcasting equipment. The Netherlands supplied 381,256 rupees worth of equipment and it is believed that they hold second place after the United States in receiving sets. The rest was made up of some 93,000 rupees from Germany and approximately 65,000 rupees from all other countries.

"Bombay remains the largest importer of wireless apparatus, followed by Bengal and Sind, in the order mentioned. It is believed that more wireless apparatus other than radio sets was imported at Bombay and at Sind, while the majority of Bengal's imports was radio.

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GERMAN GRAMOPHONE FIRMS WIN SUIT AGAINST RADIO

The German Supreme Court of Appeal, the Reichsgericht, in Leipzig, has reversed the lower courts and given a judgment entirely favorable to the seven leading manufacturers of gramophone records in their suit against the German Broadcasting Company.

The defendant was ordered to pay all costs and damages for infringement for all broadcasts of records manufactured by the plaintiffs since April 5, 1935.

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RCA VOTES 87½ CENT DIVIDEND ON NEW STOCK

David Sarnoff, President of the Radio Corporation of America, announced last Saturday that a dividend on the outstanding shares of the Corporation's $3.50 Cumulative Convertible First Preferred stock had been declared by the Board of Directors. The dividend is 87½ cents a share, covering the period from October 1 to December 31, 1936. It is to be paid on December 26, 1936, to the holders of record of such stock at the close of business on December 9, 1936.

Mr. Sarnoff stated that the dividend will also be paid, as soon as practicable after December 26th, to holders to whom $3.50 Cumulative Convertible First Preferred stock is issued after December 9 and prior to January 1, 1937, upon the conversion of "B" Preferred stock of the Corporation, or upon the surrender of Deposit Receipts for "B" Preferred stock or of script certificates for fractional shares of $3.50 Cumulative Convertible First Preferred stock.

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NBC PLANS DAILY PROGRAMS FOR LATIN-AMERICA

A daily schedule of programs arranged especially for South American reception, will be inaugurated in the very near future over Station W3XAL, NBC's short-wave transmitter at Bound Brook, N. J. The new schedule amplifies the thrice weekly programs begun last Summer

This announcement follows up a few days, the declaration of John F. Royal, NBC Vice-President in Charge of Programs, that NBC would broadcast radio programs from the United States into South and Central America to compete with the European programs now dominating the air there.

To facilitate the reception of NBC's programs in South America, a new directional-beam antenna is being constructed at Bound Brook. It is expected to be completed about January 1st. The beam will have a spread sufficient to cover all of the South and Central American regions.

Two Spanish-speaking members of the NBC staff, Dan Russell, announcer, and Charles Carvajal, production man, have been placed in charge of building and producing all-Spanish programs for the broadcasts. The programs are planned to foster a better understanding between the peoples of the North and South American continents.

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INDEX TO ISSUE OF DECEMBER 4, 1936.

Farnsworth Gets Permit For Electric Television Unit.....2

India To Inaugurate Educational Broadcasts.....4

General Electric, FCC To Attack Diathermic Interference.....5
Coaxial Cable Introduced To The Press.....5

France Reorganizes Broadcasting Control.....6

Sponsor Defends "Good-Will Court" In Brief.....7

FCC Opens U.S.-French Radio Phone Circuit.....8

DeForest, Radio Pioneer, Declares Bankruptcy.....9
Publisher Denies Radio Credit For F.D.R. Victory.....9

Buffalo Gets Bid For First Television Sponsorship.....10
New D. C. Court Room To Have Radio Outlet.....10

Germany Introduces New System Of Trade Discounts For Radio....11
FCC Announces $12,000,000 Phone Rate Cut.....11

Cuba Offers Good Radio Market Now.....12
KGNC And WFEA To Join NBC.....12

No. 986

FARNSWORTH GETS PERMIT FOR ELECTRIC TELEVISION UNIT

A new television station will shortly be erected in Philadelphia and join the growing ranks of practical experimenters in the field of television broadcasting. The builder, however, is not new to the laboratory phase of television.

The applicant, who was granted a permit this week by the Federal Communications Commission, is Philo T. Farnsworth, President of Farnsworth Television, Inc., Philadelphia, who has been engaged in technical research on the subject for a decade.

Upon recommendation of Examiner R. H. Hyde, he was granted a permit to construct an experimental television station for operation on 42,000-56,000 and 60,000-86,000 kc. with 1 KW power. His purpose is to develop an all electric television system as contrasted with the mechanical system ordinarily employed.

The Philadelphia station will become the sixteenth now in operation in the ultra-high frequencies although a number of other former licensees are awaiting assignments in the new bands, set aside for television early this Fall.

Operating stations which are attracting most attention at present are those of the Radio Corporation of America in New York, the Philco Radio and Television Corporation inPhiladelphia, and the Don Lee Broadcasting System in Los Angeles.

When he appeared for a hearing before Examiner Hyde, Mr. Farnsworth said he had expended $800,000 in research work during the last ten years.

Discussing Mr. Farnsworth's background and ability to carry forward his plans, the FCC Examiner said:

"He has spent ten years as Director of Research and as an inventor for Farnsworth Television, Incorporated, and its predecessor, Crocker Research Laboratories, is a member of a number of engineering associations, has appeared before the Commission as an expert in television engineering, and is well known in engineering and scientific fields for his work looking to the development of an all electric television system. He is assisted by a staff of twenty-five to thirty engineers employed by the applicant at all times. Approximately one-third of the members of the organization have been associated with Mr. Farnsworth for eight years and two-thirds of the number have been with him for five years or more.

"Facilities maintained by the applicant for development work include laboratories for tube, circuit, and receiver research, and an experimental television studio having three separate camera channels with provisions for showing transmissions from moving picture film, and from both outdoor and indoor "shots". Opinion testimony by experts, particularly Mr. Farnsworth, holds that the applicant has adequate facilities to carry forward the program outlined in this application. But the accomplishments already achieved probably provide the best indication as to the adequacy of the applicant's technical resources and ability. Patents have been obtained on more than twenty inventions and a number of patent applications are now pending the determination of interference questions in connection with claims of various other applicants. A single patent covers an electron multiplier. A number of other patents relate to the dissector tube. The applicant classes its image dissector, straight line scanning method, andits synchronization system as major contributions to the development of television. Recognition of the applicant's research achievements is apparent in the applicant's testimony to the effect that certain important foreign countries, the Fernesh AG Company of Germany and the Baird Television Company of England, have adopted methods employing the principles and technique of its system, under licenses from the applicant, in preference to mechanical systems previously used.

"The general objective of the work that has been done and which is being done by the applicant's engineers is the development of a complete electronic television system that will be practical for general use. And the program has been advanced in laboratory work with transmission over wire, to a point where, to use Mr. Farnsworth's description, 'an excellent quality image' is transmitted and reproduced with 'absolutely no flicker'. These claims are supported by photographs of transmitted images which were submitted upon request, and by the testimony of an engineer from the Commission's staff who characterized a demonstration transmission of an outdoor scene as remarkable for clearness and detail, stating that the wires on a power line approximately 150 yeards distant were visible in the reproduced image. The size of the picture reproduced is 5½ x 7 inches. It has the definition of 341 lines to a picture, 60 pictures per second interlaced.

"Electrical methods, utilizing the extreme speed of the electron and recurring peaks and recessions of high frequency wave motion in modulated electrical current are used in the applicant's system for high definition, high speed scanning seemingly beyond the possibilities of mechanical methods. The image to be transmitted is projected by a lense system to a sensative surface from which rays of electrons are emitted with variations in intensity corresponding to the variations in the shading between the light and dark areas of the image. This, in effect, reproduces the original image in a complete electron picture which is subject to control by electromagnetic and electrostatic fields. Methods similar to the usual high and

low frequency fields are employed to control the movement of the electron picture in transverse and vertical directions over a sensative cell, dividing the picture into lines and producing interlaced scanning. Transmission from this point can be accomplished in accordance with the usual methods of radio transmission.

"The applicant contends, through the testimony of Mr. Farnsworth, that radio transmission is necessary to the further study, investigation, and advancement of its program of research. The problem now has to do with the modulation of the television image on the carrier and investigation of coverage with a given amount of power and given frequency band. Little is known about the propagation of ultra short waves with modulation of the type that television requires, and the only possible way to investigate the matter is by transmission of waves of this type. For the purposes of study, the applicant proposes to establish a large number of receivers in as many different locations as possible. In addition to outlining its own program, the applicant indicated a willingness to undertake any special line of investigation the Commission might suggest and make such reports as the Commission may request.

"The evidence regarding the site selected for the construction of the proposed transmitter indicates that due consideration has been given the problem of finding a location that will be satisfactory for the operation of an experimental television transmitter. The site is in Springfield Township, immediately adjacent to the City of Philadelphia and convenient to the applicant's laboratories. There are no residences in the neighborhood of the site due to its zoning classification as commercial area, and it is higher in elevation than the surrounding property. The construction of the transmitter at one side of the City of Philadelphia is expected to facilitate study and experimentation with directional transmission of television signals."

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INDIA TO INAUGURATE EDUCATIONAL BROADCASTS

With the active co-operation of the University of Calcutta, the broadcasting authorities in India, World-Radio reports, are drafting a plan by which lectures on various educational topics will be broadcast in the colleges and schools in Bengal. Eminent professors of colleges and head masters of big schools will regularly broadcast talks from the studio of the All-India Radio station in Calcutta. A comprehensive curriculum is being drafted for the purpose. The scheme will come into operation in January 1937. The program will be broadcast both on medium and short waves. No political propaganda of any kind will be broadcast from the Calcutta station.

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GENERAL ELECTRIC, FCC TO ATTACK DIATHERMIC INTERFERENCE

The General Electric Company was authorized this week by the Federal Communications Commission to conduct a special program of experimental research in collaboration with the FCC Engineering Department on means of shielding diathermy and other similar equipment, which causes widespread interference to radio reception.

"Such experimentation, if successful", the FCC stated, "would result in the larger and more effective use of radio in the public intererest."

General Electric will conduct its experiments on the frequencies of 13000, 13300, 13700 and 15000 kcs.

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COAXIAL CABLE INTRODUCED TO THE PRESS

What may be the "key" to television, had its first public demonstration this week, namely the coaxial cable installed by the Bell Telephone Laboratories between New York and Philadelphia. Dr. Frank A. Jewett, President of the Laboratories, talked with members of the press over the circuit, looped within itself to cover 3,800 miles, although in reality the cable spans less than 100 miles.

Television was not demonstrated on the line in this initial speech test because the terminal instruments now in use are not suitable for motion pictures.

The "pipe" is designed to handle 240 telephone conversations simultaneously when used with the proper terminal equipment. The speaker talks into an ordinary telephone but his voice is split up twenty different times between New York and Philadelphia. Dr. Jewett explained that if it were possible for the human ear to eavesdrop along the route it would hear "a terrible jumble" but the extremely high-frequency currents make such a test impossible because the transmission is far out of range of the sense of hearing. The complex terminal apparatus does the "unscrambling" so that within the twinkle of an eye the electrical mixup is straightened out and transformed into intelligible speech corresponding to the original.

There are twenty loops in the circuit and each loop has a one-way amplifier. The voice passes through each amplifier twenty times, giving a total amplification of 400. The present cable as set up will handle a frequency band of 1,000,000 cycles but by the use of the proper terminal equipment the path can be widened to 2,000,000 cycles and higher. In fact, it must handle 5,000,000 frequency to produce television effects of good motion picture quality.

"Our main purpose in this preliminary experiment is to reveal the telephone possibilities, not television", said Dr. Jewett. "The performance has been up to expectations and no important technical difficulties have arisen to cast doubt upon the future usefulness of the coaxial-cable system. Much work remains to be done, however, before coaxial systems suitable for generalcommercial service can be produced.

"This is not a television circuit as we are demonstrating it today. But it is a necessary step forward to television. We think we know how to use it for television, but that is several months off. As far as television is concerned, it is still around the corner, and all we can say at this time is that the cable is a possible network link for television transmitters in the future."

"What we are literally doing along this cable is radio transmission", continued Dr. Jewett, "but we are sending it over what might be called a segregated slice of the ether. In this case, however, all of the ether is in the little pipes of the cable. It is a scheme for making radio transmission free of the elements that bedevil radio, such as static and facing."

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FRANCE REORGANIZES BROADCASTING CONTROL

France is reorganizing her broadcasting. Two decrees recently issued establish a Higher Council and a Council of Management for each station.

The Higher Council, which will have control over the entire system, will have a president and a vice-president appointed for two years by the Government. It will have various sections, dealing respectively with literature, music, science, economics, social question, news and education, with which last subject sport, leisure and touring will be linked up.

At the same time, the Higher Council will not be free to do as it likes. The Government's representatives will be entitled to the first look at any address or statement proposed for broadcasting.

The Councils of Management, each of 30 members, will comprise representatives of the public services, technicians, authors and artists, and also 10 members of the public, whose status will be defined later.

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SPONSOR DEFENDS "GOOD WILL COURT" IN BRIEF

The side of the Good-Will Court radio program in the case of legal ethics, filed recently in the Appellate Division for an opinion governing the appearances of judges as legal advisers on such commercial broadcasts, was disclosed in New York this week in a brief prepared by Charles H. Tuttle, former United States Attorney, representing the program's sponsor and advertising agency, and Louis Nizer, attorney for A. L. Alexander, who conducts the broadcasts.

The brief was filed also with the New York County Lawyers' Association. The sponsor of the broadcast over nation-wide radio facilities on Sunday nights, is Standard Brands, a food concern. J. Walter Thompson Company, of New York, is the agency handling the program. The American Bar and other legal associations have criticized the conduct of lawyers, judges and ex-judges who participate in such commercial broadcasts.

The brief-memorandum contends that as a broadcast the court "is distinctly educational in its content and in the manner in which the content is presented", and that it "serves to accomplish effectively and on an imcomparable scale one of the objects which bar associations have recently been urging - to wit: the popularizing of the law."

In a letter sent August 11 by Governor Lehman to Mr. Alexander, which was contained in the brief, it was pointed out that Mr. Lehman had declared the Good-Will Court broadcasts "serve a very real purpose in bringing to people a better understanding of the scope and purpose of our courts and of our laws."

Attorney General John J. Bennett, Jr. in July, in a letter to Mr. Alexander, declared:

"The practice of having members of the local judiciary answer and advise is to be commended. * * * The idea of the broadcast is a most humane one, since here is provided a great system of public education."

Other such letters of commendation were received from Attorney General Wilentz of New Jersey, Governor Hoffman and various legislators and city officials.

The brief expressed the opinion that many of the so-called "cases" heard during the broadcasts "illustrate and emphasize the inadequacies of existing laws and sometimes their downright injustice.

"To shut off this method of speech", the memorandum continued, "this medium of education and this incitement to public thinking would be a gross interference with the freedom of speech and of thought. To do so on purely technical and legalistic grounds and for the fancied benefit of some particu-

lar class would be to deny fundamental rights and to restrict the liberties and opportunities of the whole community. * * * If such a force as this for social betterment is contrary to law, then there is something wrong with the law."

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FCC OPENS U. S. - FRENCH RADIO PHONE CIRCUIT

Telephonic communication with Paris over a new direct radio circuit 3,600 miles in length was opened December 1st by the American Telephone and Telegraph Company with ceremonies conducted in this country from the office of the Federal Communications Commission.

Anning S. Prall, Chairman of the Commission, spoke first to Robert Jardillier, Minister of Posts, Telegraphs and Telephones in Paris, after which Andre de Laboulaye, French Ambassador in the United States, talked with Mr. Jardillier and R. Walton Moore, Acting Secretary of State, took official cognizance of the occasion in a message delivered personally to William C. Bullitt, Ambassador in Paris, and throughhim to Yvon Delbos, French Minister of Foreign Affairs.

The new direct circuit to Paris consists of a short wave radio telephone channel between A. T. & T. Company stations in New Jersey and stations of the French Ministry of Posts, Telegraphs, and Telephones near Paris. The American transmitting station is at Lawrenceville, which is picked up at Noiseau, while the French transmitter at Pontoise sends the voice from Paris to the American receiving station at Notcong. Wires and cables carry the voice impulses from the radio stations in New Jersey to the overseas switchboard in the Long Distance Building, 32 Sixth Avenue, New York City, whence the connection is made to Bell System telephones.

This is the first direct contact which the Bell system has made with continental Europe, telephone service to France having been heretofore handled through London. It will be recalled, however, that Paris was the first to hear a voice by radio from the other side of the Atlantic. In 1915, through the courtesy of the French government, Bell System engineers were permitted to set up receiving apparatus in the Eiffel Tower, in an attempt to pick up a speech sent out by other telephone engineers from Arlington, Virginia. These experiments, ending successfully with the transmission of intelligible speech, marked an important milestone in the development of the radio telephone system which now aids the Bell System subscribers to reach more than 90 percent of the world's telephones.

The cost of a three minute call between New York and Paris is $21 on week-days and $15 at night and on Sundays.

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DE FOREST, RADIO PIONEER, DECLARES BANKRUPTCY

Listing $103,943.95 as his liabilities as against $390 in assets, on which he claims exemption, Dr. Lee DeForest, radio engineering pioneer, filed a voluntary petition in bankruptcy in Federal Court in Los Angeles this week.

Dr. DeForest's action followed by one day a New York real estate concern's suit for $10,000 in back rent.

His petition listed the Railway Cooperative Building and Loan Company of New York City as the chief creditor, with a claim of $50,000.

Assets listed by Dr. DeForest included his Hollywood laboratory, where he recently has been conducting television experiments, his experimental library, and his machinery.

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PUBLISHER DENIES RADIO CREDIT FOR F.D.R. VICTORY

Taking issue with some of his own colleagues and many expressions of opinions, Frederick E. Murphy, publisher of the Minneapolis Tribune, this week denied that radio deserves the credit for the overwhelming reelection of President Roosevelt in the face of a hostile press.

Speaking at the annual convention of the Associated Grocery Manufacturers of America, Inc., in New York, he asserted that the newspapers have not lost their influence over the public. The recent election, in which 80 percent of the newspapers opposed the President, merely demonstrated that the remaining 20 have more influence than the other 80 percent.

Mr. Murphy asserted that there was no basis for comparison between radio and newspapers. The radio, he said, is a neutral information transmitting agency, while the newspaper is both an information transmitting agency and a protagonist.

Admitting that radio speeches of President Roosevelt were effective, Mr. Murphy added that "it was the President that was influential and not the radio." He called attention to the complete political collapse of Father Coughlin, who, he said, was the only political opponent of the President comparable to him as a radio speaker."

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BUFFALO GETS BID FOR FIRST TELEVISION SPONSORSHIP

The Buffalo Broadcasting Corporation has received the following letter, but it hasn't figured out whether it's from a forward looking business concern or a prankster:

"Mr. L. H. Avery,
Buffalo Broadcasting Corp.,
Buffalo, N. Y.

"Dear Mr. Avery:-

"My client, the Golden Rule Children's Shop at 473 Main Street, Buffalo, has authorized me to make you an offer of up to three times their present rate for a televised broadcast of their present program, 'The Golden Rule Hour' on WGR, Saturday at 10 A.M.

"We are ready to sign a 'when, as and if' contract at any time.

"Yours very truly

(Signed) Robert P. Mendelson,
The Radio Advertising Co."

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NEW D. C. COURT ROOM TO HAVE RADIO OUTLET

One of the six court rooms to be provided in the new Police Court Building to be erected in Washington, D. C., will be wired so proceedings there may be broadcast, if the judges so decree.

Plans have been drawn for installation only of the necessary wiring and outlets, in anticipation of the day when the judges may approve the broadcasting, it was said. The decision would rest with members of the bench, rather than with members of the District Commission. The fact that plans call for wiring only one of the court rooms in the new building suggested that the broadcasting might be considered particularly for Traffic Court proceedings.

Police Court judges have received petitions to broadcast cases as a part of drives for reducing traffic deaths and accidents. In the past, however, the judges have refused to consider such proposals. One of the judges said he would not oppose broadcasting of court proceedings but that some of the other judges were in opposition.

With the wiring and outlets in place, it would be a simple matter to set up equipment needed for a broadcast.

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GERMANY INTRODUCES NEW SYSTEM OF TRADE DISCOUNTS FOR RADIO

The German Minister of Economy has decreed that a new schedule of maximum trade discounts is to be introduced in the German wholesale and retail radio trade.

According to this decree, manufacturers of radio receiving sets, tubes and loudspeakers can only grant certain specified rates of maximum discounts on the retail values to wholesalers and retailers doing business on the domestic market.

The maximum allowable discount rate in the case of each dealer is based on ther certified turnover in radio receiving sets, tubes and loudspeakers achieved by that dealer in a specified period of 12 months.

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FCC ANNOUNCES $12,000,000 PHONE RATE CUT

The second major reduction in long-distance telephone rates since the Government's investigation of the American Telephone & Telegraph Co. began was announced December 2nd by the Federal Communications Commission.

The reduction - amounting to $12,000,000 a year - will become effective, Commissioner Paul Walker said, as soon as new rate schedules can be prepared "and in any event not later than mid-January."

Both Mr. Walker and Walter S. Gifford, A. T. & T. President commended the method in which the rate reduction was negotiated, without long drawn out legal battles. In New York, Mr. Gifford noted it was the ninth reduction in the past ten years.

"The new cut", Mr. Walker said, was the result of informal conferences between the Commission and the company, and followed a $10,000,000 reduction by the company last September, just prior to the first hearing in the Commission's far-reaching study of the company's capital structure.

Mr. Walker disclosed the Commission was running short of funds and would ask Congress for a new appropriation of $350,000 to assure completion of the inquiry. Funds now on hand, he said, would finance it only through January.

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CUBA OFFERS GOOD RADIO MARKET NOW

The outlook in the radio market in Cuba appears very favorable for a good volume of sales this season, according to U. S. Assistant Commercial Attache Charles H. Ducote, Habana.

Imports of radio sets into Habana in October, according to private compilations from ships' manifests, numbered 3,436 units valued at 98,903 pesos. These data compare with 2,914 sets valued at 70,425 pesos entered in September, and 2,452 sets with a value of 65,120 pesos, corresponding to incoming shipments in October of last year.

More than 33 brands were represented in the total imports for October. There was also received a shipment of 45 used sets, the makes of which were not indicated in the compilations. No Philips sets were imported during the month.

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KGNC AND WFEA TO JOIN NBC

Stations KGNC, Amarillo, Texas, and WFEA, Manchester, N. H., have been added to the networks of the National Broadcasting Company, it was announced December 1st at NBC's Radio City headquarters. They will bring the number of NBC affiliate stations up to 110.

KGNC will join NBC as an optional member of the Southwestern Group, effective Friday, January 1st. It will use both Red and Blue Network programs, intensifying NBC's coverage in Northern Texas. The Amarillo Globe-News owns the station, which operates on a frequency of 1410 kilocycles, with apower of 2500 watts daytime and 1000 watts at night.

Effective March 1, 1937, WFEA, at Manchester, will become an optional outlet of NBC, using both the Red and Blue Networks. The station is owned by the New Hampshire Broadcasting Company.

WFEA is the only broadcasting station in Manchester. It operates on a frequency of 1340 kilocycles, with a day time power of 1000 watts and a night time power of 500 watts.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF DECEMBER 8, 1936

FTC Report Shows Improvement In Radio Advertising.....2

Cruse Still Not Released By Commerce Department.....4

Payne Sues Broadcasting For $100,000 On Libel Charge.....5

Oral Argument Heard In Mackay-RCA Oslo Fight.....7

Publishers Worried By Radio Legislation Threat.....8

"Bill" Hedges Takes Charge Of Crosley Broadcasting.....10
Newspapers, Network Linked In California Net.....10

FCC Order On Phone Accounting Sustained.....11
RCA Wins Ruling In Tube Suit.....11

WOR Gives Extra Week's Salary To Employees.....12
Radio Rates To Honolulu, Manila Cut.....12

No. 987

December 8, 1936

FTC REPORT SHOWS IMPROVEMENT IN RADIO ADVERTISING

Substantial improvement in radio advertising has been brought about during the past year, according to the annual report of the Federal Trade Commission, just released this week.

Out of 299,334 commercial broadcasts by individual stations and 38,109 by networks, only 19,572 were marked as containing representations that appeared to be false or misleading. This, of course, does not mean that all of these continuities were finally disapproved or led to stipulations.

This proportion of commercial programs questioned by the FTC represents about 6 percent of the whole and is 4 percent under the percentage of continuities marked during the previous year.

It proves a better record than that of the newspapers and magazines; for of 96,939 advertisements examined by the FTC, 9,074, or more than 9 percent, were noted as "containing statements that appeared to be false or misleading."

"The Commission is receiving the helpful cooperation of the nearly 600 active commercial and radio stations and of newspaper and magazine publishers generally", the report stated, "and notes a desire on the part of these broadcasters and publishers to aid the Commission in the elimination of false and misleading advertising."

The FTC's complete review of radio advertising follows:

"The Commission began the review of advertising copy broadcast over the radio at the beginning of the fiscal year 1934-35. At the outset, the Commission, through the Special Board of Investigation, made a survey of all commercial continuities, covering the broadcasts of all radio stations during July, 1934. The volume of returns received and the character of the announcements indicated that a satisfactory continuous scrutiny of current broadcasts could be maintained with a limited force and at small expense, by adopting a plan of grouping the stations for certain specific periods.

"Consequently, beginning with September, 1934, quarterly calls have been issued to individual radio stations according to their licensed power and location in the five radio zones established by the Federal Communications Commission. These returns cover specified 15-day periods.

"National and regional networks, however, respond on a continuous weekly basis, submitting copies of commercial

continuities for all programs wherein linked hook-ups are used involving two or more affiliated or member stations.

"Producers of electrical-transcription recordings submit regular weekly and monthly returns of typed copies of the commercial portions of all recordings manufactured by them for radio broadcast. As the actual broadcast of a commercial recording is not always known to the manufacturer of a commodity being advertised, the Commission's knowledge of current transcription programs is supplemented by special reports from individual stations from time to time, listing the programs of recorded transcriptions with essential data as to the names of the advertisers, and the articles sponsored.

"The combined material received from the individual stations for specified periods, from the weekly returns on regional and national network broadcasts, and from the special transcription reports, furnishes the Commission with representatives and specific data on the character of radio advertising which has proven of great value in its efforts to curb false and misleading trade representations.

"During the last fiscal year, the special board received copies of 299,334 commercial broadcasts by individual radio stations and 38,109 commercial broadcasts by networks, or chain originating key stations. The broadcasts from the independent stations averaged 1½ pages each and from the networks 10 pages each.

"The special board and its staff read and marked about 947,000 pages of typewritten copies during the year, an average of 3,105 pages every working day. Of these, 19,572 commercial broadcasts were marked as containing representations that appeared to be false or misleading. These broadcasts were assembled in 1,314 prospective cases for further review and procedure in instances that appeared to require it.

"In its examination of advertising, the Commission's purpose is to prevent false and misleading representations. It does not undertake to dictate what an advertiser shall say, but rather indicates what he may not say. Jurisdiction is limited to cases which have a public interest as distinguished from a mere private controversy, and which involve practices held to be unfair to competitors in interstate commerce."

Stipulation procedures were instituted in only 823 cases for both printed and broadcast advertising. The FTC negotiated 247 stipulations, and settled and closed by its various methods of procedure a total of 883 cases. The special board recommended that complaints be issued in 35 cases for failure to execute stipulations and in 9 cases for violating stipulations. In eight cases the board recommended that complaints be issued without giving the advertisers an opportunity to stipulate because of gross deception or danger to the public involved in the practices in which they were engaged.

In 584 cases the board recommended filing the assembled data and closing the cases without prejudice to the right of the Commission to reopen them at any time the facts warranted. A few of these cases were closed because the Post Office Department had issued fraud orders against the respondents concerned. Others were closed because the parties respondent had discontinued advertising or selling without intent to resume, and others because the advertisers were able to justify their claims.

At the beginning of the fiscal year 344 cases were pending before the special board, and at the end of the year 284 cases were pending.

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CRUSE STILL NOT RELEASED BY COMMERCE DEPARTMENT

Despite the fact that the Federal Communications Commission has indicated to Secretary Roper that it desires to appoint Andrew W. Cruse, Chief of the Electrical Division of the Bureau of Foreign and Domestic Commerce, Assistant Chief Engineer of the Communications Commission, Mr. Cruse has not as yet been released by the Commerce Department. There is a rule that one department must consult another government department before taking an employee away from the latter.

Mr. Cruse refused to comment upon the matter but it was learned from another source that Secretary Roper evidently highly pleased with the work of Mr. Cruse had demurred at the suggestion of losing him and was not apparently trying to work out some plan whereby he could be kept by the Commerce Department. The present salary of Mr. Cruse is $5,800 a year, whereas at the Communications Commission it would be $7,500.

"Andy" Cruse, although only 38 years old, has had about as wide experience in that length of time as anyone could well imagine. For instance, there are many who didn't seem to know that he was an engineer. As a matter of fact, Mr. Cruse, after taking a course in Electrical Engineering in the Carnegie Institute of Technology, graduated from the United States Naval Academy at Annapolis, resigning two years later to go with the Bell Telephone Company of Pennsylvania as Toll Development Engineer. He then accepted the position as Commercial Engineer with the International Telephone & Telegraph Corporation and was in charge of the inauguration of international telephone service between Cuba and Mexico, Mexico and Canada, and Sandiego and Buenos Aires and Montevideo.

Mr. Cruse was Commercial Engineer for the Cuban Telephone Co. at Habana, General Manager of Station CMC in Habana; General Sales Manager of the Mexican Telephone Co. in Mexico City. He was subsequently General Sales Manager for the Postal Telegraph Co. in New York City and subsequently became Assistant to Vice-President to the International System. He resigned in 1933 to accept his present position with the Department of Commerce.

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PAYNE SUES BROADCASTING FOR $100,000 ON LIBEL CHARGE

Federal Communications Commissioner George Henry Payne this week filed a suit for $100,000 damages against Martin Codel, publisher, Sol Taishoff, editor, and Broadcasting magazine in the U. S. Court for the District of Columbia. The Commissioner alleged that he was libelled in the magazine in an editorial published on October 15, 1936.

While attention was called to frequent and previous attacks on Commissioner Payne in a memorandum, the editorial "Strange Interlude", concerning the Commissioner's questioning of Powel Crosley, Jr., owner of WLW, Cincinnati, at the October broadcast hearing, was the only instance of alleged libel cited in the suit.

The suit recites the Crosley incident and states that Mr. Payne questioned the WLW owner "with reference to various criticisms and complaints which had been officially received by the plaintiff as a member of the said Commission".

The interrogations were "in connection with and for the purpose of effectuating the business and purpose of said hearing, and were confined and germane to the statement made by said Mr. Crosley and to the said complaints and criticisms aforesaid, and was in every way proper, lawful, and relevant to said proceedings and said hearing before the Commissions."

The complaint then states:

"That the said defendants on October 15, 1936, with malicious intent to injure this plaintiff in his good name, fame and credit, both as a private citizen and as an employee and official of the United States, published and caused to be published on page 50 of the issue of October 15, 1936, of the said 'Broadcasting and Broadcast Advertising', a false, malicious, scandalous, defamatory and libelous publication concerning this plaintiff and his work and duties as a Commissioner upon the Federal Communications Commission, particularly with reference to the statement and interrogation of the said Crosley, under the circumstances and occasion, and at the time and place, hereinbefore set forth, a true copy of which said publication is in matter and form as follows, to wit:

STRANGE INTERLUDE

We would be remiss in our editorial obligation if we did not take notice of perhaps the most brazen piece of political demagoguery we have ever seen perpetrated at a public hearing on radio. We refer to the baiting of Powel Crosley, Jr., WLW head, by Telegraph Commissioner George H. Payne, publicity-seeking New York politician, during the FCC allocation hearing. We are not trying to defend Mr. Crosley, for he demonstrated he did not need it. But we do like to see fair play.

First, be it known, Telegraph Commissioner Payne had the bureaus of Washington newspapers and press associations notified that he was going to put on a show with Mr. Crosley on the stand and that front page news would follow. He has done that before.

The issues raised by the politico-commissioner (meaning this plaintiff) had not the remotest connection with the subject of allocations or super-power. (See report elsewhere in this issue). It was simply an attempt to throw mud for the purpose of getting newspaper headlines. It was bureaucracy at its worst, perpetrated by a member of the FCC (meaning plaintiff) who has nothing to do with broadcasting. Nominally his duty is that of a member of the Telegraph Division (meaning plaintiff), but apparently he prefers to meddle in broadcasting because of its greater publicity possibilities.

In justice to the other members of the FCC, we trust that it will not be judged too harshly for the outlandish, utterly uncalled for performances of a member (meaning plaintiff) who evidently has forgotten not only his function of public office, but, judging from the sharp temper of his remarks, also the behavior of a gentleman. For the broadcasting industry, we can only bow in gratitude that this man (meaning plaintiff) does not serve on the Broadcast Division.

"That the said publication of the said Broadcasting Publications, Inc., the issue of October 15, 1936, was published, mailed and circulated by the defendants in great numbers throughout various states in the United States and to various persons in the District of Columbia, by mail and otherwise, for the express purpose of wilfully, wrongfully, maliciously and unlawfully attacking, impugning and defaming the character and reputation of the plaintiff, and bringing him into public and private contempt, ridicule and disrepute, both as a private citizen and a public official, and particularly with respect to the work and duties of plaintiff as an official and employee of the United States, as aforesaid.

"That by reason of the foregoing having been done and committed by the said defendants as aforesaid, the plaintiff in his good name, character and reputation as a citizen and as an official and employee of the United States, and as a member of the said Federal Communications Commission as aforesaid, has been greatly and permanently injured by the acts of the said defendants as aforesaid, and by reason of the allegations herein contained is entitled to punitive as well as compensatory damages; and the plaintiff has been damaged thereby in the sum of Fifth Thousand Dollars ($50,000.00) damages, compensatory, and Fifth Thousand Dollars ($50,000.00) as punitive damages, or a total of One Hundred Thousand Dollars ($100,000.00).

"Wherefore plaintiff brings this suit and claims of the defendants the sum of One Hundred Thousand Dollars ($100,000), besides his costs."

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ORAL ARGUMENT HEARD IN MACKAY-RCA OSLO FIGHT

The Federal Communications Commission on Monday, December 7, heard oral arguments in a rehearing of the petition of the Mackay Radio & Telegraph Company, to open a radio communication circuit to Oslo, Norway, where R.C.A. Communications, In., already has an office.

The rehearing was before the full Commission and constituted an appeal from the FCC's ruling of last Summer denying the Mackay application.

Attorneys for the Mackay company, headed by Howard Kern, general counsel, contended that the Commission's decision would establish a precedent as to whether the Radio Corporation of America was to maintain the only direct radio-telegraph service with Norway and several other European countries.

The telegraph traffic between the United States and Norway is divided among R.C.A. Communications, Western Union, Commercial Cables, French Cable and Mackay Radio (via Denmark) and the Mackay company is applying for permission to duplicate the radio-telegraph service of R.C.A. Communications with Norway.

On behalf of R.C.A. Communications, it was protested by Frank W. Wozencraft, General Solicitor, that the Mackay company, in return for the proposed grant, was offering no cheaper, faster, more accurate or more dependable service; that any traffic which Mackay might obtain would be only by diversion from the present carriers, and that its application "simply constitutes a step in the program through which the International System seeks to increase its already large volume of business by the destruction of its smaller radio competitor, even at the cost of jeopardizing America's control over the foreign radio-telegraph service."

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PUBLISHERS WORRIED BY RADIO LEGISLATION THREAT

A dual threat of legislation being enacted in the coming Congress to prevent newspapers from gaining a dominant hold on the broadcasting facilities of the country is causing the publishers a great deal of alarm but is meeting with favorable comments from most broadcasters.

Senator Burton K. Wheeler (D.), of Montana, Chairman of the Senate Interstate Commerce Committee, is the sponsor of the latest threat, but Representative Wright Patman (D.), of Texas, stated last Spring that he was studying such restrictive legislation.

Whoever introduces the first bill, it is likely that the legislation will arouse a storm of controversy on both sides of Capitol Hill. Public hearings would certainly be held before an attempt is made to enact the proposal into law.

Senator Wheeler holds that the legislation is necessary to prevent the rise of a gigantic monopoly in the dissemination of news in the United States.

"Radio and the newspapers should be divorced", Wheeler declared. "Each is a popular and valuable agency for informing the public and molding opinion. For that very reason they should not be controlled by identical interests.

"There is a growing tendency for newspapers to own and operate radio stations. In hundreds of communities all the information the public gets, either in its newspapers or from its radio broadcasts, reflects the opinion of a single owner.

"This is patently unfair both to the public and to the advertisers, and creates a very ominous situation. Not infrequently the single owner does not serve the public interest. He should have competition. Monopoly of the two most important channels of information is not healthy."

Senator Wheeler said he was still undecided whether he or some one else would introduce the proposed legislation. Regardless of who sponsors it, however, he made it clear the measure will have strong backing both in the House and Senate.

"If Congress or some other Federal agency fails to take steps to halt the monopolistic tendencies of the radio", Mr. Wheeler said, "the people eventually will demand full Government control of the air. I am in favor of doing something immediately to avoid both private and public monopoly."

Mr. Wheeler said he had no doubt about the constitutional right of Congress to keep newspaper publishers out of the broadcasting field, although this has been questioned by private interests.

The Montana Senator explained that he considers special legislation necessary because the Communications Commission will never, on its own initiative, halt the growth of newspaper control over the air waves. More than 180 stations already are owned in whole or in part by daily newspapers. Some 670 stations now hold Federal broadcasting licenses.

Editor & Publisher in an editorial this week charges that "emotion rather than information" has dominated the discussion of the subject.

"The fear of monopoly, for instance, would seem to be purely emotional, for the fect is that less than 30 percent of the existing broadcast facilities are under newspaper control, and not a single charge or a spark of evidence has been brought forward to show monopolistic abuse where such control exists. The media are natural adjuncts. They are not natural competitors, and regulation that essays to make the broadcasting station a means of communication on a par with the printed word does a disservice to the national welfare.

"Considered as a means of news communication, radio is essentially dependent upon newspapers and newspaper-maintained services for the intelligence it broadcasts. Individual local units, barred from newspaper relationships or from networks, as Senator Wheeler seems to intend, are physically incapable of adequate news service. If the great networks are broken up, the broadcasting structure seems destined to become an impotent public nuisance, providing mediocre entertainment, supported by worse than mediocre advertising.

"The outcome of that situation would be a demand for creation of a new relationship, monopolistic, but under government auspices, for broadcasting has become too important an element of communications to permit its decay under unnatural and artificial restrictions.

"Support of radio by advertising has its obvious defects, but the results of the American system are incomparably superior to anything so far developed under foreign government monopolies. The non-network stations, with weak power, small audiences, and a limited field from which to solicit advertising, are more preponderantly commercial than the major chain stations. Many small stations, competing with the local daily and weekly newspapers, deprive the press of vital revenues and weaken its public service ability without offering anything of equal value.

"Monopoly there is, and it might operate against the public welfare, if all newspapers and all radio facilities of a community are in one hand - but we know of no such situation. The FCC has all the power it needs to prevent abuses through this or other causes, and Congress has the power to see that the FCC exercises its authority fairly, fully and without political bias.

"Legislation which would supplant mature discretion in the award of radio privileges, and bar newspapers from acquiring an addition to their facilities, is unnecessary, and probably unconstitutional."

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"BILL" HEDGES TAKES CHARGE OF CROSLEY BROADCASTING

William S. Hedges, formerly manager of NBC's operated stations, has been appointed Vice-President in Charge of Broadcasting of The Crosley Radio Corporation, it was announced last week by Powel Crosley, Jr., President. The appointment is effective January 1, 1937.

The appointment of "Bill" Hedges brings together two of the founders of the National Association of Broadcasters which was established in 1923. At the original meeting Mr. Crosley represented station WLW and Mr. Hedges represented the Chicago Daily News station WMAQ, of which he later became president when that station was separately incorporated. Mr. Hedges has been with the National Broadcasting Company for the past five years, joining the company when WMAQ was purchased in November 1931 by NBC. During the five years he has been manager of WMAQ and WENR, manager of KDKA, and has held the position of General Manager of all stations operated by NBC, since April 1934.

Hr. Hedges has been active in the broadcasting industry, having served as President of the National Association of Broadcasters for two terms, as Chairman of its Executive Committee, Legislative Committees and Copyright Committees. In his new work, Mr. Hedges will have complete charge of stations WLW, WSAI, W8XAL and all of the broadcasting activities of The Crosley Radio Corporation. Mr. Hedges, through his constant activities in the industry, of which he is a pioneer having been in it since 1922, is one of the best known men in the industry and will have the best wishes of a great host of friends.

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NEWSPAPERS, NETWORK LINKED IN CALIFORNIA NET

Cooperative operation of a network of radio stations in California owned by Hearst Radio and the McClatchy Newspapers will begin Dec. 29. Six stations will be operated jointly under the plan. The network will be known as the California Radio System.

Stations affected are KYA, San Francisco, and KEHE, Los Angeles, operated by the Hearst organization; and KFBK, Sacramento; KMJ, Fresno; KWG, Stockton, and KERN, Bakersfield owned by McClatchy Newspapers.

In addition, the McClatchy stations will become affiliated with the National Broadcasting Company on the same date. McClatchy Newspapers publish the Sacramento Bee, Fresno Bee, and Modesto Bee.

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FCC ORDER ON PHONE ACCOUNTING SUSTAINED

The "original cost" provisions of the Federal Communications Commission's order for a uniform system of accounting by telephone companies were unanimously upheld by the U. S. Supreme Court on December 7th in an opinion presented by Justice Cardozo.

The "original cost" order, together with one stipulation that certain charges shall be "just and reasonable" and another dividing plants in present use from those held for future use, both likewise sustained, had been fought by the American Telephone and Telegraph Company, thirty-six other companies under the Bell System and seven independents.

They had complained that the orders were "harsh and arbitrary", but Justice Cardozo, in his opinion, denied the allegations as applied to the three rules laid down. Victorious in the suit along with the Communications Commission was the National Association of Railroad and Utilities Commissioners, intervening as representatives of forty-six State regulatory bodies.

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RCA WINS RULING IN TUBE SUIT

The Appellate Division of the New York Supreme Court by unanimous decision denied on Friday last the application of the National Union Radio Corporation, maker of radio tubes, to restrain the Radio Corporation of America from terminating National Union's license to manufacture the tubes.

National Union declared that refusal to grant it the temporary injunction, pending trial of a suit for permanent injunction, would "mean that the National Union would be put out of business without having its day in court." The RCA replied that "the nub of the case is that National Union is not able to do business and pay its debts", and asserted that granting the injunction would cause "irreparable injury" to RCA and to the industry. The Appellate Division rendered no opinion but upheld a previous ruling of Supreme Court Justice Charles B. McLaughlin.

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WOR GIVES EXTRA WEEK'S SALARY TO EMPLOYEES

Alfred J. McCosker, President of the Bamberger Broadcasting Service, Inc., announces that about 150 of the present employees of WOR who have been employed continuously since July 31, 1936, or before, will receive one week's basic salary as a bonus. Those present employees who were employed after July 31, 1936, will receive approximately one-half day's pay for each month worked between August and December 1936. Payments are to be made Thursday of this week.

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RADIO RATES TO HONOLULU, MANILA CUT

A substantial reduction in radio and cable rates between the United States and Honolulu and Manila, together with the introduction of a new Day Letter service between the same points, is announced to take effect on January 7th next, by Mackay Radio, R.C.A. Communications, Commercial Pacific Cable Company, Postal Telegraph-Cable Company and Western Union Telegraph Company.

The new rate for the regular fast service between San Francisco and Honolulu will be 15 cents a word as against the present rate of 20 cents a word, while the new schedule provides a rate of 39 cents a word between San Francisco and Manila compared with 53 cents a word now being charged and proportionate reductions will be made in the code (CDE) and deferred (LC) messages. Corresponding reductions will be put into effect in the other zones in the United States.

The new Day Letter service, which is being instituted in place of the present night letter service now to be discontinued, will offer a much faster service than the night letter and at a very considerable reduction in cost to the public. The rate on this service starts at 4 cents a word between San Francisco and Honolulu and 6 cents a word between San Francisco and Manila, and advances as the zones progress eastward to the Atlantic Coast where new low rates of 8 cents and 10 cents a word, respectively, will be in effect. In all zones there is a minimum charge for Day Letters of $1.00 to Honolulu and $1.50 to Manila.

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HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF DECEMBER 11, 1936.

Geddes Sees All Radio Industry Records Broken.....2

Ickes Warns Educators Against Standardized Programs.....3

Van Loon Chides Educators On Over-Enthusiasm For Radio.....5

Craven Cites Limitations Of Present Broadcast Band.....7

Radio Advertising Up 32.7% For Third Quarter.....8
Conference On Blanket Field Intensity Called.....8

Industry To Have Hand Selecting Cruse Successor.....9

500 Delegates At First Parley On Educational Broadcasting.....10
Injunction Signed In Television Corp. Suit.....10

Metropolitan Life Magazine Plays Up McDonald Interview.....11
Say British Crisis Increased S. W. Set Sale.....11
KARK, Little Rock, Joins NBC Networks.....11

Notes.....12

No. 988

GEDDES SEES ALL RADIO INDUSTRY RECORDS BROKEN

The radio industry this year will break all records in production of radio sets, tubes and also export sales, according to Bond Geddes, Executive Vice-President and General Manager of the Radio Manufacturers' Association.

"All previous records in radio production will be eclipsed in 1936 when the records are complete", said Mr. Geddes in a statement estimating this year's production of receiving sets would be 7,600,000 and 96,300,000 radio tubes. The previous peak was in 1935 when 6,300,000 sets were produced and 65,500,000 tubes.

"On January 1, 1937, it is estimated that there will be 24,269,000 radio families equipped, a new high record, but 17,500,000 radio families, or 70 percent, have obsolete sets, without the modern receivers for short-wave foreign broadcasting. In addition there are about 4,000,000 automobile radio sets in use and many thousands of families have two or more radio sets in their homes.

"Improved business conditions, increased buying power, the 'radio election' campaign, wide increase in interest in short-wave international programs, larger purchases of battery and other sets in rural districts and increased foreign buying of American radio all have contributed to the industry peak being established this year. Improvements in radio broadcasting programs both in the United States and also foreign short-wave broadcasting have been a tremendous stimulus to the trade and the usual holiday sales of large volume are again occurring.

"Other outstanding factors in the 1936 records are the increasing use of two, three or more radios in the home and the tremendous popularity of automobile radio. About 1,500,000 automobile radio sets were sold this year through an investment by the American motoring public of $65,000,000.

"In foreign countries American radio also is proving more popular. Exports of U. S. radio sets this year will be more than $28,000,000, including about 650,000 sets shipped abroad, an increase of 10 percent over last year's previous high record.

"In excise taxes the government will be paid over $6,000,000 this year by radio manufacturers, compared with $4,436,000 in 1935.

"Radio prospects for 1937 are also encouraging, including such outstanding features as the inauguration of President Roosevelt next month and the coronation of a British King.

"The 1936 industry records demonstrate that the so-called 'saturation' point of radio is a myth. New sales largely are for replacement but it is estimated that 1,400,000 new homes were equipped this year with radio, an increase of about 6 percent. Of the 24,269,000 estimated radio families, only about 6,700,000 have modern short-wave receivers to hear international broadcasting, leaving an enormous replacement market.

"Statistics show that 1936 sales increased about 30 percent over last year to an estimated retail value, including exports, of about $430,800,000, compared with $332,300,000 last year. It is estimated these sales will be divided as follows: receiving sets, $315,800,000; tubes, $70,000,000, and radio parts and accessories, $45,000,000. While the 1936 set production of 7,600,000 is a new record in number, the dollar volume is comparatively smaller because of the greatly reduced prices, despite vast improvements in radio products in recent years, but the 1936 dollar volume is the largest since 1930."

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ICKES WARNS EDUCATORS AGAINST STANDARDIZED PROGRAMS

The aim of educational broadcasting should be to develop programs for young and old so as to constitute a university of the air, Secretary of Interior Harold L. Ickes told the First National Conference on Educational Broadcasting in Washington this week.

At the same time he warned the educators against dullness and standardization of educational programs.

"Even in mass education", he said, "and educational broadcasting would be just that, there is a real danger of standardization, of regimentation, of putting everything on the same level, resulting in the destruction, or at least the serious impairment, of individuality of thought and action."

Declaring that radio "is both a national and a local institution", Secretary Ickes added that "the appeal of the salesman who forms the backbone of our present radio set-up frequently causes irritation.

"Often with a feeling of despair, not unmixed with disgust, do I snap off my radio, which I had turned on in the hope that I could pick from somewhere in the air something besides blaring discords, rough and tumble dialogue and ecstatic panegyrics of some commercial product", he continued. "This same privilege of 'tuning out' is shared by all and I trust that

eventually its exercise will have the effect of overcoming the ebullience of the advertiser, whose legitimate rights no one will dispute. I believe that in course of time, under the pressure of public opinion, the uses to which the radio may be put will strike a reasonable and satisfactory balance. Even now radio advertisers who are alert to public sentiment sugarcoat their sales talks with programs of good music. Whatever the sponsorship, the radio, because of its educational and entertainment value, must be kept available to serve the best interests of the people.

"The aim of educational broadcasting should be to develop programs for young and old so as to constitute a university of the air. In order to accomplish this it is important that those who participate in the programs should be informed persons who know intimately the subjects with which they are dealing and who have the important knack of being able to transmit their information to their audience. It must be recognized that there are many who have a vital message but who nevertheless cannot get it over to their audience, although if they could be seen the magnetism of their personalities might turn the trick. A radio personality is the result of training applied to native ability.

"Just as in any classroom, certain fundamentals must be adhered to and one of them, if I may be permitted to indulge a personal prejudice, should be that an absolute prerequisite to any educational broadcasting should be correct grammar and proper pronunciation. I regard the radio as the greatest instrumentality that we have for the cultivation of good English. Most grammatical errors are transmitted from mouth to ear. After all, the first consideration in educational broadcasting should be the correct use of our native language. Fortunately, rising standards make failures on this score so glaring that they will be self-eliminating.

"The radio presents a magnificent chance to solve some of the problems of child education as well as of adult education by offering facilities to those who, by force of economic circumstances, have been denied opportunities that every American ought to have as a matter of course.

"Any educational system on the air would be but a hollow thing if it were not fundamental in it that those participating in the program were free at all times to seek the truth wherever it might be found, and, having found it, to proclaim it. Unless the people in their might stand firm to protect educational broadcasting from the witch-hunters, then it had better not be undertaken at all. Freedom of the press, freedom of assemblage, freedom of speech and that academic freedom which is implicit in freedom of speech, constitute the piles driven to bedrock upon which our institutions securely stand. These rights must, as a matter of course, extend to and be inseparable from any program of educational broadcasting that is worth the snap of a finger. While the radio should not be subjected to

abuse, neither should it suffer from the strangulation of either standardization or censorship.

"In the never ending process of education, the radio is a new and powerful instrumentality. Like many another implement its uses and capacities are discovered only through the time honored system of trial and error. In the Office of Education, we have been experimenting with educational broadcasting. Essentially, what we have done is to bring together those trained in broadcasting and those trained in education and let them work out together programs for the radio which have a definite educational value.

"It appears to me that this work of the Office of Education has made definite contributions in the field of educational broadcasting. We have found that it is necessary, in a unique degree, first to get and then to hold the interest of an audience. A radio program is, as a usual thing, heard only once. There is very rarely a second chance to win the interest of an audience if a broadcast does not have a considerable measure of appeal to those listening in for the first time. For this reason we have experimented with and checked as far as possible a variety of forms for presenting educational material ranging from speeches by individuals to dramatized presentations. We are beginning to get facts upon which we hope to be able to base a conclusion as to the proper use and results of each form."

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VAN LOON CHIDES EDUCATORS ON OVER-ENTHUSIASM FOR RADIO

Hendrik Willem Van Loon, the author, stuck his tongue lightly in his cheek last week and very urbanely warned educators gathered for the Washington conference against expecting too much of the radio in the way of mass education.

"There is only one way in which to give a person a real education, and today, as a thousand or ten thousand years ago, a school consists of just two things: of a teacher and pupils sitting - the one teaching, the other learning", he said.

"This, however, does not in any way weaken or defeat the role the radio can play in our general scheme of education. The basis of all meals is two people, the one cooking it on a stove and the other sitting down at a table with a spoon and a fork and a plate, ready to eat. Granted, radio will never be an adequate substitute for that person standing in front of the stove, but radio, by its intelligent hints about the noble art of cookery, can do a lot to make the life of the person with his fork and plate a great deal happier than it was in the days of the frying-pan unaided by the advice of those culinary experts who have set out so bravely to make the radio defeat the bottle of bicarbonate of soda as an inevitable adjunct of the average American meal.

"I think that we can also unanimously agree upon the following: that the influence of radio in extending that primary education given by the living teacher is almost unlimited and has never yet begun to be either suspected or developed. Whatever we have done so far has been merely of an exploratory nature. For this, radio cannot be blamed. It started only day before yesterday, so to speak, and pedagogy is as old as the hills of Attica and God knows, pedagogy as such is not yet a sweet dream of perfection, but beset by endless doubts and misgivings.

"Nor do I feel that I am in any way competent to tell you how and in what manner we should supplement the real education given by the living voice. That is not a one man's job. It will take the ingenuity of all of us and it will take the ingenuity of all of us for several generations before we shall even have made a first beginning.

"And now one final word - and again I fear me it is a word of warning, for there have been many dangers within that particular field of experimentation that have made us fear for the future - let us remember that within the realm of education - no matter what sort of education - there must never be any compromise in regard to quality. The second-best may do within the field of public entertainment but not within that of education. Just any old thing will do - is the one and only advice that should never be given when it is a question of educating our children. From listening to much that has been offered to us so far, all of us must have come to the conclusion that even where efforts were made to go in for something educational, their efforts were at best, second best.

"Whereas a sponsor, trying to impress himself upon his public, would go to endless trouble and expense to get the very best talent he could lay his hands on, the educational program often seemed to have been a sort of after-thought. 'Oh Lord! yes, next Tuesday there is that educational hour. Hey, you there! are you busy? No? Well, we need thirteen minutes on the battle of Bunker Hill. Just give us something nice - you know the old stuff - Yankee Doodle and the spot where Warren fell.' And then we cheerfully entrust our billion dollar youth to a twenty dollar a week youngster who does the best he can, no doubt, but only those who have listened carefully and attentively to his little efforts will know what a very sad best that was.

"Whatever we do, let us guard against that sort of penny wisdom and pound foolishness when it comes to education in radio. Only the best and the very best should be given. Not indiscriminately or wholesale. Education, let me repeat it once more, is not the same as public entertainment and real education can never be made a mass-product. Only the best and that in small quantities and in a supplementary form to education offered by our schools and colleges. That is what we should strive after if we want to render a real service."

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CRAVEN CITES LIMITATIONS OF PRESENT BROADCAST BAND

The First National Conference on Educational Broadcasting was warned against making excessive demands for radio facilities, because of the limitations of the broadcast band, by Commdr. T.A.M. Craven, Chief Engineer of the Federal Communications Commission.

"We all know radio would be of great value to education", he said. "In talking with some educational experts I find that they envision a future requirement of something in the order of 15,000 stations to serve the 127,000 school districts in this country alone. I must be frank and state to you that if we were to be confined to the present spectrum, and if the educational institutions demanded frequencies for 15,000 stations and used them for communication free from interference, the present radio spectrum from 10 to 30,000 kc would be a mere 'drop in the bucket' in the solution of the educational radio problem.

"In my opinion, and taking into consideration many of the economic factors such as standardization of receivers, cost of transmitting equipment, and the fact that educational systems of the country are recognized on a State and municipal basis, only a small portion of the existing spectrum could be considered useful, and even then this small portion could be used by only a very small part of the vast number of 15,000 educational stations which some have estimated would ultimately desire to use radio.

"Furthermore, if educational groups, regardless of difficulties, should attempt to make the spectrum from 10 to 30,000 kc conform to the needs of such a huge number of stations, they would be confronted, and rightfully so, with the demands of other nations for the proper use of radio for services that need communications and can use no means other than radio, and they would also be confronted with the necessity of eliminating the use of radio for various types of service other than educational, which the public wants and uses.

"Thus it seems to me that generally speaking, if education is to apply radio to its uses, it must find practical ways which give consideration to the radio spectrum limits which confront us all."

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RADIO ADVERTISING UP 32.7% FOR THIRD QUARTER

Broadcast advertising during the third quarter of the current year showed an increase of 32.7 percent over the corresponding period of last year, the National Association of Educators announced this week.

Gross time sales for the first nine months of 1936 were ahead of the corresponding period of 1935 by 18.2%. All portions of the medium experienced gains both when compared to the third quarter and the first nine months of last year.

Non-network advertising for the third quarter increased 33.2% over the corresponding period of last year. All sizes of stations, as well as all sections of the country experienced increases. The greatest gains were in the regional and local groups and in the South Atlantic-South Central Area.

Total transcription, live talent, and announcement volume increased approximately one-third over the corresponding period of last year. In the national non-network field, announcement and record business showed the greatest gains, while transcriptions and live talent business enjoyed the greatest increases in the local field.

All types of sponsorship showed increases over the third quarter of 1935. Principal gains were shown in the automotive, beverage, confectionery, financial, soap and kitchen supply, radio set and tobacco sponsor groups.

Retail broadcast advertising increased 25.3% as compared to the third quarter of 1935. Automotive, clothing, household equipment, radio dealers, and department stores showed the greatest increases.

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CONFERENCE ON BLANKET FIELD INTENSITY CALLED

An informal engineering conference on the definition of blanket field intensity has been called by the Federal Communications Commission for January 18th to which all persons and organizations interested in broadcast allocations have been invited. The purpose of the hearing was explained in the following statement:

"At the informal engineering hearing on broadcasting held before the Federal Communications Commission beginning October 5th, 1936, representatives of the radio industry presented testimony to the effect that the field intensity now taken as the limit of the blanket area of a broadcast station should be increased. The intensity now used as a reference for allocation

problems is from 125 to 175 mv/m. Certain engineers, representing their respective groups, recommended that a field intensity of 1 v/m be selected as the limit of the blanket area, in view of improvements in broadcast receivers during the last few years. Others stated that they did not care to commit themselves at the present time since they had not studied this subject in detail.

"The Engineering Department of the Federal Communications Commission is not satisfied that sufficient evidence was presented in support of the 1 v/m recommendation, nor was sufficient evidence presented to determine just what value of field intensity should be employed. The Engineering Department therefore desires to obtain further information on this subject from organizations not present at the hearing and which have intimate contact with field problems on blanketing. The opinions of, and data from, radio receiver service organizations, receiver manufacturers, the Commission's inspectors, and a summary of the many letters the Commission's offices receive complaining of blanketing, will be useful. Also, any further data that broadcast station licensees, broadcast system engineering departments, the Radio Manufacturers' Association, the Institute of Radio Engineers, consulting radio engineers, and other interested parties care to submit will be considered."

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INDUSTRY TO HAVE HAND SELECTING CRUSE SUCCESSOR

Rather than appoint a successor outright to Andrew W. Cruse, Chief of the Electrical Division, Bureau of Foreign and Domestic Commerce, Secretary Roper has asked the principal national electrical and radio associations for their recommendation as to the proper man. Mr. Cruse resigned last Thursday and will take up his new duties as Assistant Chief Engineer of the Federal Communications Commission December 16th, according to Commander T.A.M. Craven, FCC Chief Engineer.

The industries which have been asked for their advice in the selection of Mr. Cruse's successor are the National Electrical Manufacturers' Association, the Radio Manufacturers' Association, the National Association of Broadcasters and the Electric Institute.

"We are not bound to appoint the man agreed upon by the electrical industry", Ernest G. Draper, Assistant Secretary of Commerce said, "but I hope we may find it possible to do so. We are endeavoring in a serious way to find a man to succeed Mr. Cruse who has the confidence of the entire electrical industry."

Accordingly a canvass is being made of the four representative organizations by the Commerce Department with the result to be announced later.

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500 DELEGATES AT FIRST PARLEY ON EDUCATIONAL BROADCASTING

Some 500 delegates representing 18 organizations were attending the First National Conference on Educational Broadcasting in Washington the latter half of this week. The meeting was held in cooperation with the Federal Communications Commission and the U. S. Office of Education.

Anning S. Prall, Chairman of the FCC, advised the delegates against a trend toward European forms of broadcasting while at the same time assuring them of the keen interest of the Commission in their endeavors to improve and broaden educational broadcasting.

"It is my personal opinion that American listeners would not stand for the payment of a receiving set tax", Mr. Prall said. "It is my judgment that it would be most unpopular in this country. It is not the American way of accomplishing things."

On the subject of educational broadcasting, Mr. Prall said that the FCC was "sincerely interested and wholeheartedly supporting the movement looking toward the development of a comprehensible plan for education by radio."

(Editor's Note: Other significant speeches are included elsewhere in this issue and a general round-up will be carried in the Tuesday release.)

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INJUNCTION SIGNED IN TELEVISION CORP. SUIT

A temporary injunction restraining the Television Corporation of America, its President, Oliver C. Harriman, and six other defendants from any transactions in the corporation's stock was signed December 17th by New York Supreme Court Justice Salvatore A. Cotillo on application of Attorney General John J. Bennett, Jr.

The order set December 18th for a hearing on a permanent injunction and the appointment of a receiver. It follows an order obtained November 15th for examination of the corporation's books and records and an investigation by Ambrose v. McCail, Assistant Attorney General.

The complaint by the Attorney General charged that stock, with a par value of $1, had been sold in up-State counties at from $5 to $10 a share through fraud and misrepresentation. The charge was supported by affidavits from elderly widows and other purchasers.

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METROPOLITAN LIFE MAGAZINE PLAYS UP McDONALD INTERVIEW

A front page spread is given by the Executives Service Bulletin of the Metropolitan Life Insurance Company to an interview with Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, captioned "The Arctic Inspires a New Product - and Opens a Market." It tells how when Commander McDonald accompanied MacMillan on the famous Arctic trip the former saw the need of a satisfactory radio battery charger and how, in his effort to supply people of the Far North with such a device, he hit upon the idea of applying wind mill power to the task and eventually pioneered in supplying farmers with wind power for their radios.

The Metropolitan Life magazine interview is illustrated by a striking photograph of Commander McDonald aboard his yacht "Mizpah".

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SAY BRITISH CRISIS INCREASED S. W. SET SALE

The following is an extract from an advertisement of the Pilot Radio which appeared in the New York Times the morning the King announced he would abdicate:

"British crisis has brought tremendous orders to Pilot's factory in London . . . Traced to Britishers wanting American stations for complete, uncensored dope anent Crown situation. Their sets couldn't tune in America. They need Pilot's magnificent power for that purpose."

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KARK, LITTLE ROCK, JOINS NBC NETWORKS

Station KARK, of Little Rock, Ark,, one of the most popular radio outlets in the Southwest, will become an affiliate of the National Broadcasting Company on January 1, 1937, according to a joint announcement by Lenox R. Lohr, President of NBC and G. E. Zimmerman, KARK Vice-President and General Manager.

KARK is constructing a new transmitting plant, using RCA High Fidelity equipment, and a new antenna. It operates on a frequency of 890 kilocycles, with a power of 1,000 watts daytime and 500 watts night.

With the signing of KARK, 112 stations from coast to coast, in Canada and Hawaii, have now become affiliated with the NBC networks.

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NOTES

One of the applications of Eugene Meyer, publisher of the Washington Post, for radio facilities in Washington, was set for hearing this week by the Federal Communications Commission. The application is for a new station to operate on 1310 kc., with 100 watts nighttime and 250 watts daytime power.

David Freedman, 38-year-old comedy script writer, died last Tuesday at his apartment in New York City during the midst of his $250,000 suit against Eddie Cantor. A mistrial in the suit consequently was ordered.

William Merrigan Daly, National Broadcasting Company conductor, died last Friday of a heart attack at his New York residence. Funeral services were held in Boston. Surviving are the widow, Mrs. Elizabeth Harding Daly, and a daughter Eileen.

Justice Joseph W. Cox of the District of Columbia Court last week enjoined the Metropolitan Radio Co., 940 F Street, from using window color schemes or slogans in imitation of those used by the Sun Radio Service & Supply Corp., next door to it at 938 F Street. The decree was granted by consent of attorneys for the Metropolitan company.

The Federal Trade Commission has issued a complaint against Birconjel Corp., Inc., with offices at 420 Lexington Avenue, and 37 East 28th Street, New York City, alleging unfair methods of competition in connection with the sale of "Birconjel", offered as a hygienic product for use by women. The respondent corporation is said to advertise the product in radio broadcasts, newspapers, on cartons, and by other means.

A "Transatlantic Number" of World-Radio, journal of the British Broadcasting Corporation, reached the United States this week. It contains numerous articles on broadcasting in this country, together with a complete list of the medium-wave broadcasting stations.

A daily paper devoted to radio is soon to appear. It will be known as the Radio Daily and will be gotten out by the publishers of Film Daily.

The Mutual Broadcasting System and WOR claimed a scooop on American broadcasters Thursday when, in cooperation with the British Broadcasting Corporation and the Canadian Broadcasting Corporation they rebroadcast from London the text of Prime Minister Baldwin's speech before Parliament while the speech was actually in progress. "Takes" of the text were rushed to a BBC announcer who read it over the air. WOR also claimed to be the first metropolitan station to broadcast a news flash which officially announced that King Edward VIII had abdicated.

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2400 CALIFORNIA STREET WASHINGTON, D. C.

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INDEX TO ISSUE OF DECEMBER 15, 1936

Educational Parley Adjourns With Plans Indefinite.....2

A.P. Loses "News Piracy" Suit On A Technicality.....5

Who Scooped Whom On King's Abdication Flash?.....7

"Cheerio" At Last Tells Own Story.....8

Lafount, Ex-Commissioner, To Become Broadcaster.....9

Hints On Short Wave Reception Issued By Commerce Department...10

BBC Protests Against NBC Recording of Edward's Talk.....11
National League Split On Broadcast Policy For Games.....11

Lohr Labels 1936 Radio's Biggest Year.....12

No. 989

December 15, 1936.

EDUCATIONAL PARLEY ADJOURNS WITH PLANS INDEFINITE

The First National Conference on Education Broadcasting, which held a three-day meeting in Washington last week, adjourned Saturday without adopting a definite program, resolutions, or without scheduling another meeting.

C. S. Marsh, Executive Secretary, stated, however, that the delegates from the 18 sponsoring organizations felt that much good had been accomplished by the broad discussions and that another parley should be held.

Because of the lack of a definite program, either for allocation of existing broadcasting facilities to educational or non-profit-making interests or for a demand of time upon commercial outlets, it is not expected that any organized movement will be made in behalf of radio education legislation at the next Congress.

The conference ended with a plea from David Sarnoff, President of the Radio Corporation of America, for maintenance of the American Plan of Broadcasting and a warning against government operation or ownership.

The American Plan, he said, has made possible:

1. Nation-wide facilities capable of delivering programs to practically every man, woman and child in the United States.

2. A system that has induced the people of the United States to equip themselves with nearly 30,000,000 radio receiving sets with the economy made possible by mass production.

At no cost to the listener, he pointed out, it has brought into the living room of the average American home the Metropolitan Opera, educational programs of a high order, good music, and news and other features.

The only other address of the final session was made by Dr. William Mather Lewis, President of Lafayette College.

Radio possesses revolutionary potentialities in the field of education, said Dr. Lewis, foreseeing the day it will bring the best teachers simultaneously into thousands of one-room school houses scattered over the land.

"The radio will in the near future exert a profound influence upon teaching procedure", according to the college president. "In many of the best schools today there are radio connections in the classrooms and the teacher supplements her instruction with stimulating material gathered for radio transmission from all parts of the earth."

He spoke favorably of Government supervision but urged avoidance of "those hampering elements which would be inevitable were broadcasting to become a Federal function."

"The fine results already accomplished in radio education", said Dr. Lewis, "demonstrate clearly how the machine properly used may become the willing and helpful servant of man, how humanity may be emancipated not manacled, by mechanical progress.

"Leaders in the field of formal education joining forces with those who have so rapidly and skilfully developed the influence of the radio can adequately meet the claims of education."

Some of the highlights of other addresses not previously reported follow:

William Dow Boutwell, Director of Educational Radio Project, U. S. Office of Education, predicting that "the major future developments in broadcasting lies in local broadcasting service rather than in the field of national broadcasting service", added:

"Stations seeking distinctly local interest programs will depend heavily on educational agencies for what they want, and they will want many programs. Such stations in the future will undoubtedly provide extremely satisfactory hours to educational institutions which can provide good programs.

"Here is the opportunity for educational institutions! If the present American plan of radio is maintained by the Federal Communications Commission, then there will be ample opportunity for schools to use these local outlets. Then the problem becomes one of whether educational institutions can build programs able to compete with national programs for listener interest."

Gilbert Seldes, author and newspaperman - "A certain freedom and a high degree of variety in American broadcasting are due to a large extent to the same commercial system which must also take credit for a vast amount of stupidity and dullness."

Samuel E. Gill, Research Director, Crossley, Inc. - "We have discovered that the average radio listener is, like the average individual in any classification, primarily an extreme egocentric. He must be shown what benefit he will derive

from a radio program, whether it be pleasure, entertainment, knowledge or relaxation. He must be catered to."

Mrs. Ruth Haller Ottaway, President, National Council of Women - "Thousands of professional musicians and the millions of club members have endeavored to raise the musical standard of programs. When great artists give serious programs in the concert hall then, facing the microphone, make a chameleon-like change and pander to the general public, both the public and the musically elite feel cheated."

W. Cabell Greet, editor, American Speech - "I doubt whether the speech influence of a year of radio is equal to that of a week's automobile trip in a distant State. After four years of the excellent radio speech of President Roosevelt, is his speech imitated by the youth of the land? It might be good if it were, but I have seen no signs of it."

H. L. Ewbank, University of Wisconsin - "Last year 100 juniors and seniors insisted on enrolling in my course in radio speaking and writing. There were football players, journalists, students of advertising, people who would not, under any circumstance, be found in a course in interpretative reading."

E. N. Nockels, Station WCFL, Chicago - "There lies ahead of us a definite danger of an attempt on the part of the same type of broadcasters who have heretofore endeavored to obtain a strangle hold on the channels of the air to extend their monopolistic attempts to include educational broadcasting and to so control it as to appropriate its benefits in the way of increased and constant listening audiences to their own selfish gain."

Ernest La Prade, National Broadcasting Company - "I believe that when ways can be found for the listener to participate in broadcast programs, the educational possibilities of broadcasting are greatly enlarged."

Pierre V. R. Key, editor Musical Digest - "What needs attention, it seems to me, is greater care in the making of programs. Some of our good music comes from the so-called popular class. And much of what is labeled classic is not good music at all."

Davidson Taylor, Columbia Broadcasting System - "Some stations look on Bach with fear and trembling; other stations feel,there is no audience for radical contemporary composers."

Julius F. Seebach, Mutual Broadcasting Company - "Intelligent people should cease to treat popular music as a thing to be deplored and begin to look at it as an integral part of our national life to be encouraged and from which to expect better things than are currently demanded of it."

The radio has "almost miraculous possibilities as an instrument of international peace and better understanding among nations," Ambassador de Laboulaye, of France, declared at the conference banquet.

"Better understanding among nations", said Ambassador de Laboulaye, "is the wisest and most secure road toward international peace. By mutual understanding, secular hatreds may fade away, new friendships may be formed and old ones strengthened. Individuals will realize that they were not born to fight against each other in destructive wars, but to take part, under the rule of peace, in constructive universal cooperation."

Prof. James T. Shotwell, of Columbia University, also stressed the part radio is playing in bringing about more widespread international understanding.

The radio, Professor Shotwell added, will develop in the years to come a business technique in international diplomacy to replace the empty formalities of the present. Already, he said, statesmen must be careful of their language in addressing their constituents for fear the citizens of a neighboring land may be listening in.

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A.P. LOSES "NEWS PIRACY" SUIT ON A TECHNICALITY

The Associated Press in effect lost its fight to penalize Station KVOS, Bellingham, Wash., for alleged news piracy when the United States Supreme Court on Monday declined to assume jurisdiction of the case.

The Supreme Court ordered the lower courts to dismiss the A.P.'s action on the ground that it had failed to show damage of more than $3,000, the minimum amount that must be in controversy if the Federal courts are to assume jurisdiction.

Because of the technicality of the ruling, broadcasters generally are not expected to interpret the decision as giving them the right to use published news freely. However, it is expected to protect radio stations from petty suits in cases of disputed news sources.

Justice Roberts, in an unanimous opinion, did not go into the merits of the controversy, although he incidentally remarked that KVOS "has no organization of its own for gathering news, but adopts the practice of 'pirating' news gathered by The Associated Press and its members."

John W. Davis, counsel for The Associated Press, noting that the Supreme Court did not discuss the basic issues of "news piracy", said after the opinion was delivered that, if

necessary, The Associated Press could now attempt another suit in the Federal courts, with an amended complaint as to damages, or begin a suit in the Washington State courts.

KVOS was accused of pirating news from The Seattle Post-Intelligencer, Seattle Times and Bellingham Herald, all subscribers to The Associated Press. The news items were broadcast several times daily in the station's "Newspaper of the Air."

The Associated Press sought an injunction but the District Court dismissed the bill, holding that KVOS and The Associated Press were not in competition, and that KVOS derived no profit from its operation. KVOS also pleased that the court lacked jurisdiction because the amount in controversy did not exceed $3,000. The District Court did not agree, even though it ruled that the radio station was not actually in competition on the news.

The Ninth Circuit Court reversed the lower court and ordered an injunction against use of the news items until eighteen hours after publication.

Justice Roberts held, in his opinion, that The Associated Press had the burden of proving it was damaged $3,000 and failed to carry that burden. No facts were shown, he said, which tended to prove the value of the right to conduct the A.P. enterprises free of unlawful interference by KVOS.

The complaint, Justice Roberts stated, contained nothing but a "general statement" that the damage was more than $3,000 and this, he added, was not enough in the face of denials by KVOS. The only attempt to "meet the burden", he commented, was the statement that the three A.P. newspapers paid the association $8,000 monthly, which "is being imperilled and jeopardized" by KVOS.

This statement, he continued, must be read along with the allegation by KVOS that the A.P. is a non-profit organization, dividing its expenses among its members.

"The association cannot therefore lose the $8,000 in question", Justice Roberts said. "If the three newspapers in the affected territory cease to pay the sum, they will save it, not lose it, and, as to any other damage they may suffer from petitioner's competition, the affiant is silent.

"Assuming, without deciding, that in the circumstances disclosed, the respondent has standing to maintain a suit to redress or prevent damage caused its members by petitioner's conduct, the allegation of possible damage to them is wholly inadequate, because the asserted danger of loss of members is a mere conclusions unsupported by even a suggestion that withdrawal has been threatened by any newspaper, and no intimation is given of the character or extent of the damage they would suffer by such withdrawal. The respondent having failed to support the allegations as to amount in controversy, the District Court should have dismissed the bill."

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WHO SCOOPED WHOM ON KING'S ABDICATION FLASH?

The abdication of King Edward VIII caused almost as much consternation among broadcasters in this country as it did among loyal patriots of the British empire. The source of the trouble, however, was different.

Scarcely before listeners had time to tune off the broadcasts which announced the British ruler's action, press agents of leading radio stations and networks were typing out press releases boasting that they had a "scoop" on the flash. Radio editors, as a result, soon were swamped with such claims and, needless to say, confused although some of them had gone ahead and used the first claim that reached their desks.

Larry Nixon, WMCA news editor, later sent a "note to radio editors" which soothed their minds somewhat although it did not settle the controversy. His note, however, was labelled "not for publication".

The sense of the statement was that the Press-Radio Bureau had done an excellent job of bringing the flash promptly to the subscribing broadcasters and that no station nor news service had a right to brag very loud over a "beat".

The Mutual Broadcasting System and WOR were among the first to lay claim to a scoop. In cooperation with the British Broadcasting Corporation and the Canadian Broadcasting Corporation, Mutual broadcast Prime Minister Baldwin's speech to Parliament.

"WOR was the first metropolitan station to broadcast a news flash which officially announced that King Edward VIII had abdicated", a press release stated.

Regardless of what Nixon called "the conflicting claims" by broadcasters, American listeners probably heard the news of the abdication before British subjects.

The United Press so stated, explaining that "American news agencies worked faster than the English."

NBC, United Press stated, was set at 10:30 A.M.(EST) to rebroadcast the BBC story of the abdication. BBC, however, was sending nothing but music.

At 10:47 NBC received and broadcast a press radio flash that Prime Minister Baldwin had announced the abdication. Fully 10 minutes later a BBC announcer began reading the King's statement, which the American company picked up and rebroadcast.

CBS, broadcasting its own reports from London, also scored a beat for American audiences by relaying the same flash. Sir Frederick Whyte, author and commentator, told the running story for CBS from London. He was interrupted for the flash from the CBS New York studios.

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"CHEERIO" AT LAST TELLS OWN STORY

Although there have been many conflicting versions, the truth about America's most famous anonymous humanitarian radio program is told in a new book, "The Story of Cheerio - By Himself" (Garden City Publishing Company, Inc., Garden City, New York).

In a chapter captioned, "The Way It Began", Cheerio writes:

"Once upon a time there was a man who walked down to his office every morning and dropped in for a few minutes to say 'Cheerio!' to a friend convalescing from an operation. After those few minutes of greeting he went on to his office, conscious of a glow of quiet satisfaction at having left a cheery word with his shut-in friend. He felt that he could not have started his own busy day in a better manner than to leave that morning 'Cheerio!' behind him.

"The friend to whom that magic word was spoken each morning recovered and went back to business. One day, as the two men were lunching at their Club, the talk turned to radio. 'Radio is a wonderful thing for shut-in folks', said the man who had recently been one himself. They talked on for some time about the possibilities of the new invention.

"Suddenly, sitting there, the thought came to the one who had made the morning calls on his sick friend that the radio might give an opportunity of broadcasting that same friendly impulse which had prompted him to drop in to say 'Cheerio!' on his way downtown. For the first time he saw what broadcasting may really mean. The radio would make it possible for him, as an individual, not only to obey his own impulse of kindliness but actually to represent an untold host of friendly sympathetic people who would gladly say 'Good morning!' to others less fortunate than themselves in the matter of being up and about. They'd like to do it if they only had the opportunity, he was sure.

"Right there and then, the man decided he would like to be, for a while at least and as far as his personal affairs would let him, such a messenger of sympathy and good will, starting his own day right trying to help others face their day with courage and good cheer. It happened that this man was in a position to bring his idea to official attention. The idea was receiving as having the potentialities of real human service over radio and the National Broadcasting Company said it would cooperate with him, allowing no commercial element whatever in the feature. It would give the radio facilities, he would give the programs without compensation to himself, either in money or in personal publicity, and others would give what they could. Such a service would fail to realize its purpose unless the sincerity of that purpose could be impressed upon the listeners

to such a program. Therefore, not only must it be understood that the service was rendered without pay, except in the joy of the work, but it must not be given under the real name of the broadcaster. This would make it apparent, to those who cared to know the facts, that the only reward which could come to him who desired to use the radio in this manner would be the consciousness of a loving purpose achieved and possible acknowledgment by others to an unknown friend."

There are introductory words by two distinguished friends of the Cheerio broadcasts, former President Herbert Hoover, and Owen D. Young.

"Here is a use of the radio dedicated wholly to altruism", Mr. Hoover says. "Over these many years it has brought daily cheer, courage and hope to millions who need just that. And no other man than Cheerio had the genius of invention and the traits of sympathy that so fitted him to adapt the radio to so kindly and altruistic a purpose."

"Amid the many programs on the air, necessarily diverse to meet all tastes, there stands out one of such distinction in its universal appeal, in its simple, unselfish word, that its story deserves to be recorded as a glorious achievement in radio history", Mr. Young adds.

"'Give me to see, and Ajax asks no more' was the prayer the great poet put on the lips of his hero, in the darkness that overspread the Grecian camp.

"In the dawn, even the great hero would have said, as millions since have done: 'Give me cheer, and I ask no more.'

"So we thank you, Cheerio!"

"The Story of Cheerio" is beautifully written, contains many illustrations, and furthermore, probably the first two photographs ever printed of Cheerio. These, however, are in groups and the task of identifying him is left to the reader.

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LAFOUNT, EX-COMMISSIONER, TO BECOME BROADCASTER

Harold A. Lafount, former member of the old Federal Radio Commission, is about to become a broadcaster. In cooperation with Arde Bulova, New York watch manufacturer, Mr. Lafount has purchased WCOP, Boston, and is awaiting approval of the deal by the Federal Communications Commission. The purchase price is understood to be around $60,000.

WCOP operates on 1120 kc., daytime, with 500 watts. It is an applicant for full time and a change in frequency.

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HINTS ON SHORT WAVE RECEPTION ISSUED BY COMMERCE DEPT.

To simplify the somewhat different operations of the short wave feature of the modern all-wave radio set, as well as to explain in popular language just how the short waves differ from the more familiar broadcast frequencies, the Electrical Division, Bureau of Foreign and Domestic Commerce, this week made available "A Guide to Reception of Shortwave Broadcasting Stations."

The publication was written by Lawrence C. F. Horle, a prominent radio engineer, working in cooperation with the Engineering Division of the Radio Manufacturers' Association for this purpose.

This booklet, the foreword states, provides a simple exposition of the basic phenomena involved in the transmission of short wave radio signals as used by broadcasting. It will assist the users of short wave radio receivers to receive such programs as are available with minimum effort and greatest satisfaction and will aid the avoidance of futile searching for programs not available because of location or other factors.

Since there are available throughout the nation competent radio service experts, it makes no attempt to instruct the user of short wave radio receivers in the intricacies of the servicing of receivers. And since the design and production of the modern short wave receivers require the highest type of scientific and engineering skill, it attempts to provide no constructional detail whatsoever except such suggestions as will assist the user in providing himself with a suitable receiving antenna, it was stated.

By studying the contents of this booklet and following the brief instructions therein the user of the short wave receiver will assure himself of getting the most out of his receiver and enjoying to the utmost a choice of the world's radio broadcasting.

Sections are devoted to installation of the set, to the characteristics of short waves, difference in time, a list of the principal short wave broadcasting stations of the world, a list of the international assignments of call letters, and instructions as to tuning receivers. A time zone map of the world and a chart of the world showing great circle distances and azimuths from Washington, D. C., are also given, both by courtesy of the Navy Department's Hydrographic Office.

The publication will be sold through the offices of the Bureau of Foreign and Domestic Commerce in Washington and in other principal cities at 25 cents a copy.

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BBC PROTESTS AGAINST NBC RECORDING OF EDWARD TALK

The British Broadcasting Corporation, through its American representative, protested to the National Broadcasting Company after several of its associated stations had rebroadcast the abdication address of the former King Edward VIII via transcription.

An NBC official in Washington said that it was the understanding of the network that, though it was prohibited by a BBC agreement from transcribing and rebroadcasting British programs over the network, individual affiliated stations were not so restricted.

The BBC representative, however, insisted that the ban was applicable to stations as well, and NBC accepted his interpretation. As a consequence a rebroadcast later the same night over NBC stations consisted of a reading of the erstwhile monarch's speech.

In the case of Station WMAL, Washington, which rebroadcast the transcription address at 5:30 P.M. EST, the NBC official said that the transcription was made locally. The program was not carried on the network or any hook-up of stations, he said.

NBC, like the Columbia Broadcasting System, has a general policy against broadcasting electrically transcribed programs over its networks.

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NATIONAL LEAGUE SPLIT ON BROADCAST POLICY FOR GAMES

The National League is sharply divided on the question of whether its baseball games should be broadcast, according to John Drebinger, sports writer of the New York Times. Writing last week on a meeting of the League's owners, he said:

"The National Leaguers, according to President Ford Frick, discussed at considerable length the question of radio broadcasting, but because of its manifold ramifications, entailing long-term contracts and the like, soon found themselves in a hopeless tangle and dropped the matter without reaching any decision. Apparently radio, on which several clubs in the circuit are sharply divided, will continue as heretofore, with each club treating the matter as it sees fit."

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LOHR LABELS 1936 RADIO'S BIGGEST YEAR

The year 1936 will go down in history as the biggest year in radio, according to Lenox R. Lohr, President of the National Broadcasting Company.

In reviewing the activities of broadcasting during the past 12 months, Mr. Lohr pointed out that the period was one in which all existing records were broken in the number of stations affiliated with NBC networks, the number of broadcasting hours and appearances by talent, the amount of audience mail received from listeners, and the number of international broadcasts brought from abroad.

From the standpoint of special broadcasts, the year was marked by NBC coverage of such events as the death of King George; the accession of King Edward VIII and his subsequent abdication; the maiden crossings to America of the Zeppelin "Hindenburg" and the Liner "Queen Mary"; the military campaign in Ethiopia and the revolution in Spain; the presidential conventions, campaigns and elections; the Winter and Summer Olympics; the Inter-American Conference for the Maintenance of Peace; the inauguration of regular NBC broadcasts to Latin-America, and many others notable in the headlines of the year.

A survey of NBC activities during 1936 showed that the most important technical progress of the year occurred in the field of television and ultra shortwave broadcasting. On June 29, 1936, the National Broadcasting Company and its parent company, the Radio Corporation of America, began the first organized television experiments in America between a regular transmitting station and a number of homes.

Another technical advance during 1936 was the development in NBC laboratories of the micro-wave transmitter, a tiny self-contained radio station weighing only a few pounds.

NBC's coast-to-coast networks, with radio outlets in Hawaii and Canada, were increased during the year by 25 new stations, with the total to number 110 by the end of the year. Eight others will join NBC on January 1, or shortly thereafter, bringing the total to 113. NBC executives declared that an even greater expansion is contemplated for 1937.

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Columbia Broadcasting System, Inc., last week announced a special dividend of $1.30 a share on the class "A" and "B" stocks and the regular quarterly dividend of 50 cents on the same shares. Payment will be made December 21 to stock of record December 15.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF DECEMBER 18, 1936

FCC Asks Industry For Advice On Modern Selectivity.....2

Philco Xmas Bonus Of $400,000 Distributed.....5
CBS November Billings 44.2% Ahead Of 1935.....5

Payne Attacks "Radio Lobby", Urges Better Programs.....6

Lawyers Barred From Radio Court; Program To Continue.....8

Involved WLWL Decision Explained By FCC.....9

Moscow Television Broadcast Reception In England Claimed.....10
G.E. Keeps British Posted About King's Abdication.....10
NBC Issues Summary On Canadian Radio Market.....10

60% Of Stations Now Equipped With WBS Devices.....11
KSTP Commemorates New Transmitter.....11

Notes.....12

No. 990

FCC ASKS INDUSTRY FOR ADVICE ON MODERN SELECTIVITY

Because of the admitted advance in the selectivity of up-to-date radio receivers and their ability to tune out undesired signals, the Federal Communications Commission this week asked the radio industry for more advice before changing its engineering standards with regard to station separation and relative power.

An informal engineering conference was schedules for January 18 to obtain further data on the proposals made by broadcasters at the October hearing.

In calling the conference, the FCC pointed out that in the October hearing "recommendations were made by various participants as to the permissible ratio of desired to undesired signals between broadcast stations operating 10 kilocycles removed in frequency.

"These recommendations varied rather widely and in general would allow a much higher undesired signal than is now permissible under the present empirical standard of the Engineering Department", the FCC continued. "These empirical standards were adopted in 1932 and were based on the characteristics of receiving sets manufactured from 1929 to 1932. Since that time there has been a marked change in receiver characteristics and practically all receivers now manufactured for broadcast reception have superheterodyne circuits, whereas at that time the majority of receivers employed were of the tuned radio frequency type.

"The present empirical standard requires that the desired signal be twice the undesired signal. This does not let the primary service areas of stations on adjacent channels overlap and requires a mileage separation between stations, depending on the power.

"After carefully studying the recommendations made by the various engineers, the Engineering Department is not satisfied that this subject has been sufficiently investigated to accept any of the various recommendations made. The recommendations by certain engineers were based on receiver characteristics with regards to selectivity and apparently little consideration was given to the fidelity characteristics of the receivers.

"There is no question but that a receiver can be designed and manufactured at a nominal cost that will separate a desired signal from an undesired signal 10 kilocycles removed in frequency when the intensity of the undesired signal is 50 to 100 times the

desired signal. (In fact many receivers now on the market will do this.) But, in obtaining this selectivity the high frequency audio response of the receiver is materially reduced. The amount of the reduction varies widely with individual receivers. Therefore, before a new ratio of desired to undesired signal can be adopted as a standard for broadcast allocation, it will be necessary for the industry to assist the Commission in determining the maximum audio frequencies that are to be transmitted and received.

"Under the present plan of allocation, stations separated by 10 kilocycles are also required to maintain a mileage separation; thus, two 1-kilowatt stations, 10 kilocycles removed in frequency, must be separated by 200 miles at night and two 50-kilowatt stations by 800 miles at night. This allocation provides for the transmission of all audio frequencies to 7.5 kilocycles and for the reception in the primary service area of frequencies to this value and in the secondary service area of frequencies to 5 kilocycles. If the ratio of desired to undesired signals of 1 to 10 or 50 be adopted, it is evident that this plan could no longer be retained and it would be necessary to require all broadcast stations to cut off all audio frequencies above, say, 5 kilocycles. Also, with the above stated ratio, broadcast stations of the same power, 10 kilocycles removed in frequency, could be placed in the same service area, and, thereafter it would not be possible ever to accomplish high fidelity transmission and reception on such stations.

"The Engineering Department hesitates to recommend an allocation based on receiving sets of the selectivity and high frequency response as given without the assurance from the industry that it is unnecessary to reproduce faithfully frequencies above 3000 or 4000 cycles and that at 5000 cycles it is satisfactory to have the response down some 11 to 24 decibels below that at 400 cycles.

"Unfortunately the characteristics of a receiver having an acceptance band of 10 kilocycles (audio frequency response to 5 kilocycles) are not available nor are characteristics of receiving sets having an acceptance band of 15 kilocycles (audio frequency response to 7.5 kilocycles) available. If the selectivity characteristics were known of receivers which had acceptance bands of these widths and if the audio response characteristics faithfully covered the same frequencies, then an allocation could be made based on the ratio of desired to undesired signal for such receivers. In other words, should we not base the allocation on receivers with the desired output characteristics, rather than on receivers of very poor output characteristics which do not approach the ideal and thus seriously limit development in the future?

"Although broadcast stations are separated by only 10 kilocycles, by requiring an adequate geographical separation between stations on adjacent channels, it has been possible to permit transmission and reception of emissions with a frequency range greater than 5 kilocycles. Or, in other words, by main-

taining certain geographical separation, it has been possible to accomplish an equivalent of a substantially greater frequency separation than 10 kilocycles in the primary service areas.

"The Engineering Department wishes to ask the radio industry the following questions with respect to changing the policy of allocating broadcast stations 10 kilocycles removed in frequency:

"1. The allocation of broadcast stations should provide for what maximum audio frequencies to be transmitted?

"2. The allocation should provide for what maximum audio frequency reception in the primary service area? In the secondary service area? (Consider usual and variable selectivity receivers).

"3. What selectivity characteristics can be obtained from a receiver that will reproduce audio frequencies flat within 4 decibels, to 7.5 kilocycles? To 5 kilocycles?

"4. Should the characteristics of the average receiver sold today, which is substantially limited in response above 3 to 4 kilocycles, be taken as a basis for a change in the present standard of desired to undesired signal?

"5. Is not an allocation which provides for transmission of frequencies to 7.5 kilocycles, for reception of frequencies to 7.5 kilocycles in the primary service area, and for reception in the secondary service area to 4 or 5 kilocycles (or less as controlled by the selectivity control or the tone control of the receiver) a fair allocation?

"6. Would not a substantial increase in the permissible undesired signal materially impair this allocation?

"7. Is there any need to reduce materially the mileage separation between stations on adjacent channels so that the above conditions of transmission and reception can no longer be maintained?

"8. If the industry decides that the characteristics of the various selective receivers now being manufactured should be taken as a basis of allocation for 10-kilocycles frequency separation, then does the industry accept the responsibility for all broadcast stations so allocated to be limited in transmission and reception to an audio response not exceeding 5 kilocycles?"

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PHILCO XMAS BONUS OF $400,000 DISTRIBUTED

A Philco Christmas bonus of approximately $400,000 is being distributed to more than 11,000 employees of the Philadelphia Storage Battery Company, makers of Philco radios, George E. Deming, Vice-President, announced this week. This far exceeds the bonus paid last year to Philco factory workers, more dollars going to a greater number of workers than in 1935.

Wage earners on the payroll November 30th, and paid on the hourly basis are receiving the bonus based on terms of service, those with 10 years continuous work with the company receiving the equivalent of 100 hours of base rate; those five years getting 72 hours of base rate; those one year 40 hours of base rate, and then scaled down from that point to the newcomers. Of the group who are weekly-rated the bonus is based partly on length of service and partly on performance.

"Already paying the highest wage in the radio industry, and meeting the largest industrial payroll in Philadelphia, we are able to pay this Christmas bonus because Philco factory workers have earned it by their splendid cooperation and their fine production, which has made possible the turning out during 1936 of about 1,800,000 radios", said Mr. Deming in announcing the bonus payments.

During the past year, Mr. Deming pointed out, Philadelphia Storage Battery Company has maintained employment for from 9,000 to 12,000 workers in Philadelphia.

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CBS NOVEMBER BILLINGS 44.2% AHEAD OF 1935

Columbia Broadcasting System's billings for November, 1936, totalled $2,483,657, an increase of 44.2% over the November, 1935, total of $1,722,390.

The estimated total income from time sales for the twelve months of 1936 is $23,289,000, which would mean an increase of 32% over 1935.

	November	12 Months
1936	$2,483,657	$23,289,000 (Estimated)
1935	$1,722,390	$17,637,804

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PAYNE ATTACKS "RADIO LOBBY", URGES BETTER PROGRAMS

George Henry Payne, the Federal Communications Commissioner who just a year ago aroused the broadcasting industry and his colleagues by a series of university addresses, on December 18th hurled another blast at "the radio lobby" and the tendency of broadcasters to put commercial interests first.

Speaking on "Is Radio Living Up to Its Promise?", Commissioner Payne said:

"If you take 'radio' as the scientific world regards it as the transmission through the ether of messages - it has more than met its promises. If you mean by 'radio', broadcasting, you are on debatable ground.

"It is not an easy problem, however, that you have posed for me - 'Is Radio Broadcasting Living Up to Its Promise?' Frankly, my own opinion is that it is not, but I feel I would be unfair if I did not qualify that statement by saying that elements, mainly political and some economic, have been as much to blame as the broadcasting industry itself. Nor would it be fair to say that broadcasting has not come up to expectations when some fine programs have been the delight of American audiences.

"But - and this is the question - when we have allowed private corporations to develop a national resource that elsewhere in the world is government owned and controlled, should not those who are making large fortunes from this resource give us better programs?

"To anyone who studies the situation from the inside there is quite evident a contempt for educational and cultural influences that is most unusual in any field of scientific development.

"What would have happened in the field of medicine, philosophy, law, science, literature, politics or journalism if the first impulse had been money-making?

"Fortunately in the radio field, while the great actuating impulse of those who are in control of the industry is money, the engineers and scientists on whom they depend for the development of their fortunes are, in the main, men who are unselfish. Some of them, and I am speaking of those who are associated with the Federal Communications Commission, have a devotion to high ideals that will challenge comparison with any other time.

"A more disagreeable aspect, and a more sinister one, deterring radio from living up to its promise, is the fact that the radio lobby in Washington has filled the radio 'industry' with the novel idea that they control the government.

"For two and a half years I have watched the operations of this lobby which has endeavored to dictate the actions of the Federal Communications Commission.

"When I speak of its contemptuous attitude toward educational and cultural matters I am not hazarding any guess. I am speaking from facts. An important broadcaster, a man who has acted as an official of an organization, sat in my office one day arguing about the perfectability of the radio program. We were naturally at different ends of the question - he declaring that the programs as given today were perfect. Finally I drew out some letters and extracts from letters of many college presidents throughout the country and showed him that they were far from satisfied with the present set-up.

"His answer was, 'What the hell do them college presidents know!'

"One argument, effective though unreal, that has kept public opinion from forcing the production of better programs has been that the pioneers of the radio art are entitled to a just share of credit and profits for their pioneering. But have the real pioneers had any sizable share in the profits?

"Of the forty-three scientists who, since 1912, have contributed most to radio's scientific development and progress, only two have received compensation in any way commensurate with their achievements.

"We have here a complex and serious economic phenomenon. Great discoveries are made and the discoverers profit little. The public which owns the other is amused, delighted and astonished, but spiritually profits little. A third party steps in and, discovering nothing, inventing nothing and owning nothing, nevertheless makes great fortunes.

"For two years I have argued and pleaded and reasoned with this most difficult division of our activities to take a fairer attitude toward the public. I finally came to the conclusion that I could get better results if I appealed to them from a public forum, and so I accepted invitations from Harvard, Columbia and other universities to enunciate under dignified auspices what I thought were proper reforms.

"You can imagine my surprise when instead of getting the cooperation of those whom this Commission is supposed to regulate, I was told publicly in their trade journal that I 'should mind my own business.'

"Attacking every endeavor of the cultural and educational interests to improve the quality of radio programs is a most vicious lobby. It is not a particularly intelligent lobby for, if it knew its business, it would see that the educational and cultural interests ask so little that they could be easily conciliated by small concessions. But, arrogant in its belief that it controls the Commission, it is not inclined to concede anything.

"Developments and inventions that are now going on and being made in the radio field will affect the mental life and education and possibly the material interests of every person in the country. Behind this development, fraught with so much importance to our people, a fierce struggle is going on for the control of the great resource of the air.

"Private interests favoring private monopoly are naturally anxious that there be just as little governmental 'interference' (regulation) as possible in what they call their 'business'. Those who believe that we must not repeat the mistakes of the past and allow the wasteful private exploitation of our resources are just as keenly aroused in behalf of the government taking a strong stand to protect the public interest.

"The indifference of the public to the importance of this struggle is lamentable. Fascinated by the wonders of radio and the astonishing developments in the entire field of communications, the people have given little attention to the economic control of these new developments. Unless the public is aroused, its interests are apt to be neglected and lax administration is apt to creep in. In this way private monopoly, without warrant of law, establishes itself and, too late, the public bestirs itself to recover ground that never should have been lost."

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LAWYERS BARRED FROM RADIO COURT; PROGRAM TO CONTINUE

The Appellate Division of the New York Supreme Court in both the First and Second Judicial Departments announced December 16th a new rule for lawyers intended to prohibit them from taking part in "good-will courts" broadcast over the air. The ruling followed protests by bar associations against the practice.

The ruling covers the twelve counties embraced in the two departments, including the five counties of New York City, and the counties of Nassau, Suffolk, Westchester, Putnam, Dutchess, Orange and Rockland.

The rule did not specifically mention the radio "courts", but forbade attorneys to give legal advice "in connection with a publicity medium of any kind". Violation of the rule will subject the offending attorney to suspension or disbarment for "professional misconduct."

A. L. Alexander, conductor of the Good Will Court broadcast at 8 P.M. Sundays over WEAF's network and on 10 P.M. Wednesdays from WMCA, said that therule would be complied with but that the program would be continued. His statement did not say how this would be done, but it was understood that the conductor would have to obtain legal talent from outside the jurisdiction of the Appellate Division. The program was given last night (Dec. 16) with two judges from New Jersey. The programs are sponsored by a food company, advertising its coffee.

The use of legal talent from New Jersey to give legal advice to New York residents on New York law, and vice versa, was one of the features objected to in a memorandum with the Appellate Division of the First Department by the Association of the Bar of the City of New York, the New York County Lawyers' Association, and the Bronx County Bar Association. The committee on professional ethics of the American Bar Association also took action against the broadcasts.

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INVOLVED WLWL DECISION EXPLAINED BY FCC

The highly involved decision of the Federal Communications Commission denying the application of WLWL, operated by the Paulist Fathers in New York City, for full time, and a shift from 1100 to 810 kcs., was explained this week in a lengthy statement of facts.

Nine other stations and J. David Stern, New York and Philadelphia publishers, were involved in the case. The FCC's decision terminated a two-year effort of WLWL to obtain a full-time station with 5,000 watts. The Commission, in denying WLWL's request, granted renewals of license to all other stations involved without change in assignments.

"Upon consideration of the entire record made in this proceeding, we are of the opinion that the ultimate public advantages which would be achieved (a) from carrying out the WLWL proposals, and (b) the operation of that station upon the assignments requested, are outweighed by the public disadvantages involved therein", the FCC stated. "While it appears that the type of service proposed to be rendered by said station upon the new assignment requested is meritorious, it is not satisfactorily shown that there exists a public need sufficient to warrant a grant of increased facilities to Station WLWL, when the necessary incidental effects of such grant upon the service of other broadcast stations are considered. Moreover, there is nothing in the record before us indicating that public interest would be better served through the frequency reallocations proposed in the WLWL petition.

"The weight of the evidence clearly establishes that under the proposed frequency reallocation plan of the Missionary Society of St. Paul the Apostle (WLWL), the present service areas of Stations WNYC, WFAA and WBAP would be reduced; that Station WHAS (Louisville, Ky) would be prevented from continuing a meritorious service to southern Kentucky and Tennessee, because of interference from Station WWL in New Orleans, La.; that the service of Stations WOV and WNYC would be severely restricted during nighttime hours by interference produced through the operation of other stations upon the same frequency;

that interference would be present within the good service area of Station WLWL, during nighttime hours, due to the operation of Station WWL in New Orleans; and that there is involved in said proposed plan of frequency reallocation (1) a violation of Rule 116 prohibiting duplicate regular operation at night on frequencies designated as clear channels, and (2) a curtailment in the service now rendered to rural areas on three of the clear channel frequencies specified in the petition, because of regular duplicate operation thereon at night."

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MOSCOW TELEVISION BROADCAST RECEPTION IN ENGLAND CLAIMED

The television department of the All Union Radio Committee, Moscow, has receiving a letter from a radio-fan living in Birmingham, England, confirming reception of Moscow television broadcasts conducted through radio station RZA, according to a statement from Radio Centre, Moscow.

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G.E. KEEPS BRITISH POSTED ABOUT KING'S ABDICATION

During the week of the crisis in connection with the abdication of King Edward VIII, the General Electric Company at Schenectady had both their short-wave stations on the air at 5 A.M. and ran all day, and almost all night, to furnish service to New Zealand and Australia, for the latest news from England.

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NBC ISSUES SUMMARY ON CANADIAN RADIO MARKET

Claiming that more than a million of the radio families of Canada may be reached through NBC associated stations in Montreal and Toronto and through other NBC stations in the United States, NBC this week issued a card summary of radio set ownership throughout Canada.

The tabulation shows that in nine Canadian provinces the 1936 estimates of radio families was 1,471,800.

E.P.H. James, NBC Promotion Manager, explained that the study was made because it was felt that a better knowledge of Canadian radio ownership would be of value to NBC clients and that "reliable trade sources consider the government figures low."

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60% OF STATIONS NOW EQUIPPED WITH WBS DEVICES

Sixty percent of all commercial radio stations in the United States and 91 percent of all those with 1,000 watts power or more are equipped to broadcast the wide-range vertical produced by the World Broadcasting System, according to results of a transcription reproduction survey just completed by WBS.

"Of the 567 stations included in the WBS survey, 344 now boast vertical reproducing equipment", a WBS statement said. "This is an increase of 20%, of 116 stations, over June, 1935, when the last study was made. Projecting the findings into the higher-powered groups, the vertical showing is even more impressive. There are 336 stations having a power greater than 100 watts, and of these, 249 (74%) are vertically equipped, representing an increase of 52 stations over the 1935 figure. Among the 74 stations broadcasting with more than 1,000 watts, exactly 91% have vertical equipment.

"There are only three cities, out of 93 having a population of 100,000 or more, not served by at least one vertically equipped radio station. For these, as well as for small stations not as yet vertical-minded, World provides the finest lateral cut transcriptions. The survey findings, however, offer overwhelming endorsement of vertical recording, developed by Bell Telephone Laboratories and Western Electric Company, and pioneered in radio by World Broadcasting System.

"The past two years have seen many changes in broadcasting. Perhaps none is more significant than the increased number of radio stations with vertical reproducers, the 'matched quality' equipment necessary to broadcast World's Wide Range vertical transcriptions.

"Today Wide Range recording enables even the smallest station to broadcast programs comparable in every respect to the finest studio presentation. The advertiser recognizes in World Broadcasting System an unbroken chain of carefully constructed links, carrying his sales message from artist to listener with unimpaired quality. World enables him to put his entertainment, and his advertising, into the exact markets of his choice, quickly, effectively, without waste or worry."

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KSTP COMMEMORATES NEW TRANSMITTER

One of the first souvenirs of the holiday season comes with the compliments of Stanley Hubbard, President of Station KSTP, at St. Paul. It is handsomely gotten up as a paper-weight in the form of brightly polished brass medallion. One side bears the following inscription:

"Northwest's leading radio station dedicates its new $300,000 transmitter to the vast Northwest listening audience - KSTP, Minneapolis-St. Paul."

On the other side of the medallion is a replica of the modern KSTP broadcasting station.

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NOTES

Charges of industrial coercion of voters in the recent election campaign were dismissed in wholesale fashion by the Senate campaign investigating committee recently.

Among the cases dismissed was that of the Hygrade-Sylvania Corporation of Emporium, Pa.

The Mutual Broadcasting System announces a dedicatory program for December 29, when it becomes a coast-to-coast network and is linked with the Don Lee Broadcasting System. From 10 P.M. to 2:30 A.M.,EST, the first part of the dedicatory program will be heard from New York, Chicago, Cincinnati, Detroit, Toronto, Philadelphia and Pittsburgh.

The following night, December 30, from 10 P.M. to 12:30 A.M.,EST, the Don Lee Broadcasting System and the Iowa and Central networks will salute the Mutual network with broadcasts from Los Angeles, San Francisco, Honolulu, Des Moines and Omaha.

A new home for WGY, Schenectady, of modernistic type, with the latest of radio and broadcasting equipment, will be built by the General Electric Company early next Spring on a plot adjoining the present studios in the International G. E. office building in Schenectady. This new structure will be two stories in height and of limestone finish with glass blocks on the front and two ends.

Station WRVA, owned by Larus & Bros. Co., Inc., Richmond, Va., have made application to the Federal Communications Commission for a construction permit to install a new transmitter and directional antenna for day and night use, increase power from 5 kilowatts to 50 kilowatts, move transmitter from Mechanicsville (4½ miles from city limits) Virginia, to 15 miles S.E. of Richmond, Virginia.

Completing the last lap of an 18,000-mile airplane trip through South and Central America to arrange for a regular exchange of radio programs between the National Broadcasting Company and Latin American countries, John F. Royal, NBC Vice-President in Charge of Programs, expects to be back in New York on Sunday, December 20.

Dr. Herman S. Hettinger,has tendered his resignation as Economic Consultant for the National Association of Broadcasters. Dr. Hettinger has expressed the desire to devote more time to the writing of a book on the principles of radio advertising.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF DECEMBER 22, 1936

Soviet Russia Linked To War-Torn Madrid Via Radio.....2

Three New Stations Recommended By Examiners.....3
Hubbard Heads KSTP.....3
November Revenue Second Highest Month In NBC's History.....3

Scott Bills To Be Pressed By Civil Liberties Union.....4

Outdoor Scenes Offered British Televiewers.....5

New G.E. Radio Guide Takes In Entire World.....6
U. S. Radios Dominate Barbados Market.....6

Radio Celebs Enjoy Gridiron Roasting.....7
A.C. Sets Are Bulk Of Planned Radio Production In Canada.....7

Radio Has Part In Tremendous Electrical Goods Spurt.....8
Flamm Says 1937 Will Be Greatest Radio Year.....8

Grunow Campaign Adds 4,000 Dealers.....9

I.T. & T. Report Shows Gains For Nine Months.....10
Mark J. Woods Elected Treasurer Of NBC.....10
Prall To Read Roosevelt's Message To Mutual.....10

Grunow Advertising Policy Criticized.....11
NBC Announces Plans For West Coast Expansion.....11

Notes.....12

No. 991

December 22, 1936.

SOVIET RUSSIA LINKED TO WAR-TORN MADRID VIA RADIO

Disclosure that thousands of sympathetic Soviet workers have kept in close touch with the Rebel governmentin Madrid via radio came this week in a publicity release from Radio Centre, Moscow.

The Radio Centre pointed with pride to the success with which various events in Madrid had been carried to assembled groups throughout the Soviet Republic. The major event was a mass meeting held in the Madrid Theatre "Kalderone", at which there were present, according to the Soviet statement, "representatives of the intelligentzia and well known politicians and statesmen headed by the Prime Minister Largo Caballero".

"The meeting which began at 9 P.M. and continued for 2 ½ hours was relayed from Madrid over the whole of the Soviet Union", the Radio Centre reported.

"The Moscow 'Comintern' station, as well as station RNE and all the relaying stations of the country rebroadcast that remarkable transmission. At the same time, the evening was also broadcast by the radio stations of Madrid and Barcelona.

"The transmission from Madrid was carried out in the following manner: along wires to Paris and from Paris to Moscow through the ether. Besides this, Moscow received the Madrid station direct through the ether. There were thus two channels for reception- one, combined (radio and wires) through Paris and the second- direct wireless, Madrid - Moscow.

"Reception through both channels was good and Soviet listeners received a very clear programme.

"The transmission of the meeting and concert from Madrid was heard by millions of toilers in the Soviet Union. The All Union Radio Committee received reports of good reception from the most distant places of the USSR.

"In the town of Tula the transmission was heard by 40,000 persons. In Kirovsk, in the Arctic circle, the broadcast was listened to by 3,500 people. In Oran - 16,500 listeners received the programme.

"A radiogram was received from combrade Medvedev, the captain of the motor-boat "Krim" then sailing in the Black Sea, to the effect that the crew and about 600 passengers listened to the programme with intense interest.

"In Leningrad, the broadcast from Madrid was listened to in factories, in clubs and in flats of workers.

"The workers of the "Dynamo", "Krasny Bogatir" and others heard the programme with great attention.

"A report from Rostov stated that over 200,000 toilers of the Azov-Blacksea province listened in to the transmission from Madrid."

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THREE NEW STATIONS RECOMMENDED BY EXAMINERS

Issuance of permits for the construction of three new broadcasting stations was recommended to the Federal Commincations Commission this week by Examiners.

The applicants are: Southwest Broadcasting Co., La Junta, Col., 1370 kc. 100 watts, unlimited time; Times Publish-Co., St. Cloud, Minn., 1420 kc., 100 watts, unlimited; John S. Allen and G. W. Covington, jr., Montgomery, Ala., 1220 kc., 100 watts, daytime.

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HUBBARD HEADS KSTP

Stanley E. Hubbard, one of the founders of KSTP, Twin Cities radio station in St. Paul, Minn., has recently been made president and general manager of the company. Kenneth M. Hance, formerly one of the owners and founders of WDAY in Fargo, N. D., at the same time became treasurer and vice-presidnet of KSTP. The station, which has a working arrangement with the Minneapolis Journal in regard to newscasts, Nov. 30 went on the air with a new $300,000 transmitter.

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NOVEMBER REVENUE SECOND HIGHEST MONTH IN NBC'S HISTORY

NBC network revenue for November was 29.5% above November, 1935, and was exceeded only by October of this year, which was an all-time high, partly as a result of the unusual amount of political campaign revenue during that month. November's $3,438,616 total represents only $257,873 less than October's record-breaking total of $3,696,489.

Total for the NBC-Red network in November, 1936, was $2,408,286, while the NBC-Blue network total was $1,030,330. NBC's gross time total for the first 11 months of 1936 was $30,935,248, or 9.5% above the corresponding period of 1936.

According to a tabulation made by NBC's Statistical Department, its Red and Blue Networks are today carrying 20¾ hours more sponsored programs per seven-day week than last year.

Particularly impressive are the strides made by NBC in selling Daytime hours. Before 6 P.M. periods have increased 19 hours over the same date last year.

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SCOTT BILLS TO BE PRESSED BY CIVIL LIBERTIES UNION

The four radio bills introduced last session by Representative Byron Scott (D.), of California, and prepared by the American Civil Liberties Union will be pressed at the approaching session, the Union disclosed in a pamphlet dealing with freedom of the air.

The study, entitled, "Radio is Censored", was made by Minna F. Kassner and Lucien Zacharoff. Presented in a fifty-seven page pamphlet, the survey, described as the first of its kind, cites seventy "authenticated" instances of censorship by radio stations throughout the United States since 1930.

Referring to the protests of those censored, the pamphlet says that "the last year has shown a distinct improvement in policy by the two large networks. However, most of the smaller stations and the larger independents remain shockingly narrow in their program approach."

Analyzing twenty-five typical cases of censorship, the pamphlet says that restriction of free speech on the radio has been "rather catholic" and that radicals, liberals and even the Republican party, medical lecturers, humorists, labor union leaders and speakers on a wide variety of "controversial" subjects have been suppressed.

Operation of the censorship is described as follows:

"Censorship is exercised on the radio by: 1 - simply refusing to sell time or fulfill contracts to broadcast; 2 - demanding copies of speeches and cutting them in advance; 3 - drowning out or cutting off a speaker in the middle of a program; 4 - relegating speakers to early morning hours.

"The would-be speaker must run the gauntlet of a regular army of amateur Catos, since no single authority is responsible for censorship. Anybody from the president of the corporation to the humblest sound engineer can and does qualify as a censor."

To correct radio censorship abuses the authors of the pamphlet recommend Federal legislation, specifically, the four

Scott bills prepared by the Radio Committee of the American Civil Liberties Union headed by Bethuel M. Webster, former counsel of the Federal Radio Commission. The authors say these bills would accomplish the following:

"Require that each station, as a condition of its license, set aside a regular period 'at desirable times' of the day and evening for uncensored discussion on a non-profit basis of public, social, political and economic problems and for educational purposes.

"Make it mandatory for every station presenting a controversial issue to give a hearing to at least one opposing view.

"Free stations, not speakers, from legal liability for remarks on such programs.

"Compel stations to keep accurate and public records of all applications for time, indicating which are granted and which are refused."

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OUTDOOR SCENES OFFERED BRITISH TELEVIEWERS

Examples of some of the programs offered in the television broadcasts from Alexandra Palace, London, are cited in the following from the British Broadcasting Corporation:

"How a trio of sheep dogs work together to bring their charges into any required position - even when driving the sheep through a 3-ft. gap in hurdles is involved - was seen recently by viewers of the BBC's programs from Alexandra Palace. Mr. Percy Watson's three champion dogs and six wild sheep from Mr. Watson's Hampshire farm were the 'artists' and they performed on a wide sweep of hillside in the Alexandra Palace grounds, before Emitron cameras mounted on a special platform.

"Equally unusual demonstrations will be seen in forthcoming programs: the first televised demonstration of cookery, Tex McLeod's 'entirely new act for television only', and methods of anti-aircraft defense among them.

"In his spinning of ropes and yarns Tex McLeod will have the assistance of his ten-year old Peruvian horse, Arabia. Mounted on the back of this remarkable animal - Arabia is so well trained that she responds to a flick of her master's eyelid - McLeod will perform feats of rope spinning in the grounds of Alexandra Palace. Their spactiousness will be necessary. McLeod sometimes uses as much as 100 ft. of rope. Facilities for practice present no difficulty for him; he owns a farm at Kingston, Surrey, and roping cattle on the run is part of his and Arabia's daily work.

"Searchlights and anti-aircraft guns, manned respectively by the 36th A.A. Battalion of the Royal Engineers and the 61st (11th London) A.A. Brigade of the Royal Artillery, will be taken to Alexandra Palace. The units will be seen twice; first in gun drill, operation of range predictor and of searchlight listening apparatus, and in searchlight manipulation; and later in the day a short action in repelling the attack of hostile aircraft will be staged, in which the Royal Air Force will cooperate."

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NEW G.E. RADIO GUIDE TAKES IN ENTIRE WORLD

There is much valuable information for short-wave fans in "The Listener's Guide to World Radio Tours" just published by the General Electric Company at Bridgeport, Connecticut. There is much data for the long-wave listener. Kilocycles, megacycles and meters, as well as the behavior of short-waves, are explained.

The new guide outlines world wide tours via short-wave radio, gives the short-wave broadcast stations by countries, the broadcasting schedule of principal foreign short-wave stations, and the world's short-wave broadcast stations by meters and megacycles.

There are also the police radio alarm stations, the amateur bands and technical information regarding all-wave antenna. Finally the guide gives a complete listing of American short-wave stations transmitting standard broadcast programs.

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U. S. RADIOS DOMINATE BARBADOS MARKET

U. S. radios dominate the market of Barbados, according to Vice Consul Harold Sims, who writes:

"Buoyed by the established firmness of the American radio in this market, imports from the United States during the last eight months reached a new high, which is reflected in the import value statistics issued by the local Customs Bureau. Out of a total import radio value of £3,429 for the 8-months' period, the United States radio manufacturers were recipients of 86 percent of this value.

"These figures are significant of a steady progress being made by the American radio in this Colony. The position of the American product here has never been threatened and it is conservatively estimated that more than 95 percent of all receiving sets now in operation is of American manufacture."

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RADIO CELEBS ENJOY GRIDIRON ROASTING

Among the favored few in the radio industry present at the winter dinner of the famous Gridiron Club, attended by President Roosevelt, former Governor Landon, in Washington last night (December 21) were:

Commander E. F. McDonald, Jr., President, Zenith Radio Corp.; Gene Buck, President, American Society of Composers; Louis G. Caldwell, former Federal Radio Commissioner; Maj. Gen. James G. Harbord, Chairman of the Board, Radio Corporation of America; Frank E. Mason, Vice-President, National Broadcasting Company, New York City; Anning S. Prall, Chairman, Federal Communications Commission; David Sarnoff, President, Radio Corporation of America, New York City; Oswald F. Schuette, Washington, D. C.; Maj. Lenox Lohr, President, National Broadcasting Company, New York.

Also, John F. Royal, Vice-President, National Broadcasting Company, New York City; Frank M. Russell,, Vice-President, National Broadcasting Company, Washington, D. C.; Kurt G. Sell, German News Agency, Washington, D. C.; Judge E. O. Sykes, Vice-Chairman, Federal Communications Commission; and Senator Wallace H. White, Jr., of Maine.

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A.C. SETS ARE BULK OF PLANNED RADIO PRODUCTION IN CANADA

Alternating current units represent approximately 75 percent of the radio receiving sets which Canadian manufacturers plan to produce between November 1 and January 31, 1937, according to a report to the Commerce Department from Commercial Attache H. M. Bankhead, Ottawa.

Projected production by the Radio Manufacturers' Association of Canada is placed at 52,003 units of which 40,457 units will be alternating current chassis, the report shows.

Total dealer sales of radio receiving sets in Canada in October amounted to 37,768 units, valued at $3,591,096, a volume increase of 3 percent and a value increase of 6 percent compared with September. October sales this year showed a volume advance of 10 percent and a 6 percent value increase compared with sales in October, 1935. Sales of alternating current and battery sets recorded increases in October over the preceding month but sales of automobile sets decreased by approximately 100 percent, the report states.

Inventories reported by Canadian radio jobbers and manufacturers branches as of October 31 amounted to 44,452 units compared with 42,540 units in September and 33,747 units in October, 1935, according to the report.

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RADIO HAS PART IN TREMENDOUS ELECTRICAL GOODS SPURT

The boom in the sale of radio sets and equipment is reflected in the tremendous increase in the demand for all types of electrical goods that promises to continue in 1937, according to a survey made by Dun & Bradstreet, Inc.

The review says in part:

"Going ahead at a faster rate than many other industries, the electrical supply trade at the close of the third year of constant progress is confronted with a rapidly widening use for its products as 1937 is entered.

"Wholesale distribution for the first ten months of 1936 was at a six-year high, having advanced 30 to 55 percent from the corresponding 1935 showing. Conservative estimates now place wholesale sales for the entire year at 40 percent more than in 1935, when the Bureau of Foreign and Domestic Commerce reported $16,287,000,000. This would lift the 1936 total to $22,801,000,000 for the wholesale distribution of electrical goods, including electrical appliances, radios, and refrigerators. It would mark the third successive annual increase after four years of decline."

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FLAMM SAYS 1937 WILL BE GREATEST RADIO YEAR

The following statement was issued this week by Donald Flamm, President of the Inter-City Broadcasting System:

"No matter how long one has been connected with broadcasting, each month sees some new point learned, some new technique discovered and adapted. For that reason 1937 will be the greatest year in radio.

"Greater use of spot pick-ups, more programs of the human interest type, and more diversification of programs will mark the broadcaster's contribution to a new radio year.

"From the reporter of prize fights to the magic carpet that takes the world to the inauguration of a President, radio has progressed far in the past few years. It will continue to grow and develop this year with the greatest developments on the side of human interest programs, rather than in the development of musical presentations or comedy hours."

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GRUNOW CAMPAIGN ADDS 4000 DEALERS

Cleverly directed sales and advertising strategy, interwoven with a vigorous newspaper campaign and supplemented later by magazines, has not only brought William Grunow, of Chicago, head of the General Household Company, veteran radio and refrigerator manufacturer out of receivership within less than a year, but has rebuilt his shattered dealer organization.

Operations for the fiscal year show this. They were broken down into two periods - Aug. 1, 1935, to Nov. 19, 1935, prior to a petition for reorganization under 77-B of the amended bankruptcy law, and from Nov. 20, 1935, to July 31, 1936, when the company operated under court jurisdiction. In the first period a net loss of $450,000 occurred, and in the second there was a net profit of $93,000.

When interviewed by the Editor & Publisher, Tod Reed, Advertising Manager of General Household, said that due to the usual timidity caused by a receivership, dealers had politely withdrawn from the Grunow line.

"General Household's problem was to build a closely-knit dealer organization throughout the country in the shortest time possible", said Mr. Reed. "We were faced with the need of regaining dealer confidence in our product and obtaining sales volume in the field. In June we introduced what we called our 'smoke-screen' line of radio receiving sets. This line was looked upon by our competitors as not particularly startling and, consequently, nothing to worry about. In August we scored a 'beat' by coming out with our 12-tube Teledial, retailing at $99.95 and our 11-tube set for $69.95, two months after the industry had committed itself fully as to models and prices. Both of these sets were immediate smash hits and caused dealers to become Grunow-conscious again."

Mr. Reed revealed that from June until December, General Household spent approximately $500,000 in advertising, including space in all media and display material. Of this amount, the bulk has gone into newspapers, both for the introductory campaign to obtain dealers and in the past month's cooperative series. Magazine advertising has totaled about $62,000 to date, he said.

According to Mr. Reed, Grunow is now manufacturing 2,000 radio sets daily. None are stored. All are packed at the end of the assembly line and shipped directly to distributors throughout the United States.

Previously, Grunow manufactured 30 different models but today production is concentrated on four models, including an 11-tube set, two 12-tube sets and a 15-tube set, the last three having automatic tuning. This is accomplished without sacrificing employees' hours or wages. The company's Marion, Ind., plant is running on three eight-hour shifts.

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I. T. & T. REPORT SHOWS GAINS FOR NINE MONTHS

The International Telephone and Telegraph Corporation has reported for the first nine months of this year a consolidated net income of $2,442,140, which was equal to 38 cents each on 6,399,002 capital shares. This compared with $969,754, or 15 cents a share, correspondingly in 1935.

Earnings of the affiliated Spanish National Telephone Company were excluded in both periods in order to make the figures comparable.

Net income for the first nine months of 1935 included $2,428,069 income accruing from the Spanish subsidiaries, making net income $8,397,823, or 59 cents a share on I. T. and T. capital shares.

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MARK J. WOODS ELECTED TREASURER OF NBC

David Rosenblum resigned December 18th as Vice-President and Treasurer of the National Broadcasting Company, effective December 31. His resignation was presented to the Board of Directors at its regular monthly meeting and was accepted with regret. Mark J. Woods, who has been affiliated with NBC since its organization in 1926, and has served in several executive capacities, was elected Treasurer, effective January 1, 1937.

Mr. Rosenblum joined NBC as a Vice-President on September 21, 1934. He was elected Treasurer on January 19, 1935. Before joining the network, Mr. Rosenblum was Executive Vice-President of Tradeways, Inc., which had served NBC in a consulting and advisory capacity for the previous two years.

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PRALL TO READ ROOSEVELT'S MESSAGE TO MUTUAL

Commissioner Anning S. Prall, Chairman of the Federal Communications Commission, will read President Roosevelt's message of welcome to the Mutual Broadcasting System on the occasion of Mutual's coast-to-coast expansion, Tuesday, December 29, at 10 P.M., EST. The message from Washington will open the first dedicatory program in honor of Mutual's expansion to the West Coast through the affiliation of the Don Lee network.

Following the Commissioner's message, Alfred J. McCosker, Chairman of the Board of Mutual, and President of WOR, and W. E. Macfarlane, President of Mutual, will formally accept the President's and Commissioner's greetings.

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GRUNOW ADVERTISING POLICY CRITICIZED

Taking exception to a change in the advertising policy of the Grunow Radio Company, John J. Fitzgerald writes in the Editor & Publisher:

"In recent months, the placement of this advertising on a general basis has been practically abandoned, due probably to the repudiation of copy, media, and usage by the various distributors and dealers who originally were influenced by the campaign, and who thus made it a success.

"The advertising effort has now taken the 'hit or miss' dealer-allowance route, despite the unfortunate experience, in the past, by the radio industry of this form of promotion.

"The underlying reasons must be either the pressure exerted by distributors and dealers to convert advertising expenditures into greater profits; or the ability of these factors to secure lower rates for the placement; or their repudiation of the copy that was effective in obtaining their interest."

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NBC ANNOUNCES PLANS FOR WEST COAST EXPANSION

Greater expansion of NBC on the Pacific Coast and fuller service to listeners is forecast in contemplated changes in San Francisco and Hollywood, which were announced last week by Lenox R. Lohr, President of the National Broadcasting Company.

"In order to meet the present high demand for more programs originating on the Pacific Coast, we are surveying the situation in San Francisco and Hollywood", Mr. Lohr said. "The aim of the survey will be a re-adjustment of personnel and artist staff in these cities, to balance the situation between them.

"The Hollywood Studio facilities and staff will be doubled", he stated, "in order to meet the needs of the new set-up, which will permit greater variety in programs, with sustaining offerings originating in both cities, instead of in San Francisco only, as at present."

Construction plans now being drawn under the direction of O. B. Hanson, NBC Chief Engineer, call for complete rearrangement of the present Hollywood quarters, built only a year ago, and for an increase in the number of studios from the four now in use, to eight. Two more stage studios will be built. A master control board will be installed. The latest and most efficient system of diffused lighting, minimizing heat radiation, will be incorporated and the entire building will be air-conditioned. The revised plant is expected to be ready for operation September 1, 1937.

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NOTES

The addition of WCTN, Minneapolis, as a member of the NBC-Blue Network and the change of KSTP, with studios in both St. Paul and Minneapolis, from the NBC Northwestern Group to the Basic Red Network, were announced last week. Simultaneously, it was stated that KGHF, Pueblo, Col., will join the NBC networks on January 1st as an optional outlet in NBC Blue Mountain Group.

Denial of an application by Smith, Keller & Cole, San Diego, Cal., for a new station permit on 1200 kc., 100 watts power, daytime, was recommended to the Federal Communications Commission this week on the ground that the applicant was not financially qualified and that a similar application from the Pacific Acceptance Corp. is pending.

Commissioner George Henry Payne will speak on "Journalism and Radio - A Crisis", December 31st in St. Louis as the joint meeting of the American Association of Schools and Departments of Journalism and the American Association of Teachers of Journalism.

The Radio Manufacturers' Association's Board of Directors will meet January 13th at the Stevens Hotel, Chicago, Illinois.

Harry C. Butcher, resident Vice-President in Washington of the Columbia Broadcasting System was among the guests at a farewell dinner given to Joseph E. Davies, newly appointed Ambassador to Russia, at the Burning Tree Country Club in Washington, D. C.

Ralph A. Norberg, Sales Manager of WJJD, Chicago, for five years, has been named Commercial Manager of Station WGY to succeed Stanley Spencer.

The Electrical Division, U. S. Bureau of Foreign and Domestic Commerce, has issued a comprehensive list of all publications known to the office as bearing on any phase of radio. The list is classified according to general subjects and may be obtained from the Electrical Division.

THERE WILL BE NO ISSUE ON FRIDAY, DECEMBER 25, DUE TO THE FACT THAT THE GOVERNMENT DEPARTMENTS ARE CLOSED FOR THE HOLIDAY AND WEEK-END.

A MERRY CHRISTMAS TO ALL

R. D. H.

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NOTES

The addition of WTCN, Minneapolis, as a member of the NBC-Blue Network and the change of KSTP, which serves St. Paul and Minneapolis, from the NBC-Blue to the Red Network, were announced last week. Simultaneously, it was stated that KGHF, Pueblo, Colo., will join the Red Network on January 1st as an optional outlet, as will CKOC, Hamilton, Ontario.

Denial of an application by [illegible] Cole, San Diego, Calif., for a new station permit on 1420 kc., 100 watts power, daytime, was recommended to the Federal Communications Commission last week on the grounds that the applicant was not financially qualified and that a similar application from the Pacific Acceptance Corp. is pending.

Commissioner George Henry Payne will speak on "Propaganda and Radio - A Danger", December 31st in St. Louis at the joint meeting of the American Association of Schools and Departments of Journalism and the American Association of Teachers of Journalism.

The Radio Manufacturers' Association's Board of Directors will meet January 17th at the Stevens Hotel, Chicago, Illinois.

Harry C. Butcher, resident Vice-President in Washington of the Columbia Broadcasting System, was among the guests at a farewell dinner given to George S. Messersmith, newly appointed Ambassador to Cuba, at the [illegible] Hotel, Washington, D. C.

Ralph A. [illegible], Sales Manager of [illegible] for five years, has been named Commercial Manager of [illegible], succeeding [illegible].

The Electrical Division, U. S. Bureau of Foreign and Domestic Commerce, has issued a comprehensive list of [illegible] known to the office as [illegible]. The list is classified according to [illegible] and may be obtained from the Electrical Division.

THERE WILL BE NO ISSUE ON FRIDAY, DECEMBER 29, DUE TO THE FACT THAT THE GOVERNMENT DEPARTMENTS ARE CLOSED FOR THE HOLIDAY AND WEEK-END.

A MERRY CHRISTMAS TO ALL

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF DECEMBER 29,1936

Television Looms As Big Question Mark Of 1937.....2

U.S.Adheres to 10 Kilocycle Separation in C.C.I.R.Report.....3

U.S.Television Technical Equal To Britain's.....4

October Breaks All Broadcast and Records.....5

Soviets To Designate "Snipers of Ether".....6
Frank Arnold To Write Weekly Radio Column.....6

U.S. To Publish Magazine For Listeners.....7
Beauty Culture,Barred on Radio,Makes Television Debut.....7

A British "Pioneer" Looks At U.S.Broadcasting.....8

BBC Has 60,000 Records In Its Library.....9
BBC Television Range Still 25 Miles.....9

Lemmon Lauded As Unique Education Broadcaster.....10
NBC Cites News Records In Reviews Of Year's Work.....10

Paley To Greet New Pacific Network.....11
British Critic Calls U.S W. Stations "Elusive".....11

Roosevelt Led U.S.Officials in Time on the Air.....12
W.B.S. To Occupy Larger Plant In Chicago.....12

No. 992

December 29, 1936

TELEVISION LOOMS AS BIG QUESTION MARK OF 1937

With the entire radio industry - manufacturers as well as broadcasters - ending what is expected to be the most prosperous year in the trade's brief history, all eyes are turning to 1937 in expectation of even greater things.

As the industrial upswing gains momentum weekly there is every indication that the industry will continue to prosper and probably establish new records in the new year. The field of speculation consequently shifts to the technical aspects of broadcasting with television standing forth as the big question mark of 1937.

While the majority of leaders in the industry take the position that technical developments are not yet ripe for public reception of television, there are indications that one or more experimenter will try to jump the gun in 1937 even though ownership of televisors would be limited to the luxury class.

The Federal Communications Commission, however, holds the television strings by restricting the art to the experimental field, and its engineers hold that neither the public nor the industry is ready for the new form of transmission.

Public interest is daily growing stronger in television, however, because of developments abroad, especially the regular service of the British Broadcasting Corporation, and the private demonstrations in this country, all duly reported in the press.

Consequently the demand for some public exhibition of visual broadcasting may exert sufficient pressure both on the industry and the FCC to bring television into being as a plaything just as radio reception was in the days of the crystal set.

Next to television facsimile broadcasting attracts the most speculative interest because of the possibilities it suggests even to the layman's mind.

While much less interesting to the public, technical developments in the ultra short-wave bands, the attitude of the FCC toward super-power broadcasting, preservation of clear channels, and the economic rights of broadcasters will be watched with vital concern.

Outstanding among the developments in the radio field in 1936 were:

The technical progress in television with experiments shifted from the laboratory to studios.

The tremendous growth in newspaper ownership of radio stations. Newspapers now control about 180 of 675 licensed stations.

A considerable let-down in the opposition of publishers and press associations to the broadcasting of news.

An increase in the number of international broadcasts and inauguration of the short-wave service by the National Broadcasting Company to Latin America in competition with European short-wave stations.

Increased public interest in short-wave reception of foreign stations and the general substitution of all-wave receivers for the limited long-wave sets by manufacturers.

The most sensational innovation in broadcasting program technique was made by the Republican National Committee and Senator Vandenberg, of Michigan, with the now-famed broadcast of the record-voice of President Roosevelt.

Outstanding in a year of many veiled charges of political pressure being exerted on the FCC was the "Willard Hotel Incident" which led to an inquiry by the Justice Department and the commission itself and produced nothing but a considerable amount of newspaper headlines and copy and much "off the record" gossip.

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U.S. ADHERES TO 10 KC. SEPARATION IN C.C.I.R. REPORT

Adherence to the 10-kilocycle separation between broadcasting stations, with the geographical distances such that the field intensity of the undesired station does not exceed 0.5 the field intensity of the desired station at the outer edge of the primary service area, is recommended by the United States in report to fourth meeting of the C. C. I. R.

Commander T.A.M. Craven, Chief Engineer of the FCC, and Chairman of the committees preparing for the Bucharest conference, has sent out a proposed draft of the report, summarizing the recommendations of several European countries, and asked for criticisms prior to January 5, the latest date at which changes may be made.

He invites particular attention to the following statement of the position of the United States:

"A reasonable frequency separation is ten kilocycles with such geographical separation depending on the ground conductivity, operating frequency, and power, that the field intensity of the undesired station does not exceed approximately o.5 the field intensity of the desired station at the outer edge of the primary service area."

The Ministry of Posts and Telegraphs of the Republic of Czechoslavkia proposed that each country be assigned a "privileged station" of high power and 20 kilocycles separated from stations on adjacent channels. These stations would be equipped to transmit high quality programs and meet other technical requirements. It is further proposed that other stations be required to limit the modulation frequencies by a filter to a value of 300 to 3500 cycles per second to facilitate distant reception. All receivers to accommodate these stations and the prvileged staions would necessarily require varable selectivity controls.

The French Administration suggested that from the sole point of view of the quality of radiophone reception, the separation between stations should theoretically 15 kilocycles but as a practical matter this separation cannot be obtained. High frequency broadcast stations should be given as far as possible a separation greater than 9 kilocycles.

The British Administration agreed with the French view and further states that owing to the particular conditions existing in Europe and undesirable compromise of 9 or even 8 kilocycles separation has had to be accepted. For the high frequency stations 10 kilocycle separations should be fixed as the minimum.

The International Broadcasting Union present views substantially in agreemtn with the French and British Administration.

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U. S. TELEVISION TECHNICAL EQUAL TO BRITAIN'S

Television in this country is technically apace with that in England, despite the public transmission of the British Broadcasting Corporation. A correspondent writing in WORLD RADIO, BBC Journal says:

"Now that the glamour surrounding the inauguration of the American and British public television displays has cleared away, writers-in America, at least--are getting their first clear perspective of the actual visual broadcasting situation. It appears to me

that television on both sides of the Atlantic has achieved about the same measures of technical progress, with England having a certain lead in that the BBC has advanced publicly with their work further than the RCA, Philco, or Farnsworth, in America. But there are reasons for this that I shall mention later.

"Now that the original publicity is over, the industry sits down on this side to its deepest concentration on these secondary problems that are so important to television's public success--or failure. On an international scale it is a friendly battle between England and the United States. Owing to a greater commercial field from which to reap rewards, more money is tied up in the American television adventure. It is this great financial investment that has developed the conservativeness in the American scheme rather than lagging behind England in progress."

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OCTOBER BREAKS ALL BROADCAST AND RECORDS

Broadcast advertising experienced the greatest month in the history of the medium during October, according to the National Association of Broadcasters. Gross time sales amounted $11,514,505, an increase of 34.8% over September and gain of 37.2% over October 1935. All portions of the medium registered the greatest volume of sales in history. Total gross time sales for the first ten months of current year were 20.5% ahead of the 1935 level for the corresponding period. Radio broadcasting showed the greatest gain over September of any major medium.

Total non-network advertising increased 31.4% over the preceding month. The greatest gain was shown by the clear channel group which rose 38.8%, although all classes of stations registered substantial increases. All sections of the country shared in the increased business, the South Atlantic-South Central Area and the North Central Area leading with increases over the preceding month of 36.9% and 36.3%, respectively. All classes of stations and sections of the country were well ahead of October 1935 non-network sales.

Transcriptions showed the greatest increase of any type of rendition over last month, rising 41.6%. All types of rendition, however, enjoyed marked increases. Announcements and transcriptions showed the principal gains in the national non-network field, while transcriptions and live talent led in the local field.

All sponsor groups with a few minor exceptions gained as compared to September. Mainly because of sponsored political broadcasts, the miscellaneous group enjoyed the greatest increase over September, rising 94.2%. Principal gains were registered in the automotive, clothing, drugs and pharmaceuticals, foodstuffs, soap and kitchen supply and department store sponsor groups. The miscellaneous group showed nearly a threefold increase over last October. Soap and kitchen supply volume rose 90.4% and department store advertising 63.1% as compared to the corresponding month of last year.

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SOVIETS TO DESIGNATE "SNIPERS OF ETHER"

The Entral Council of the Society for Aerial and Chemical Defence of the U.S.S.R. has decided to introduce the title of "Sniper of the Ether" and "Master of Short-Wave Connexions," to be awarded to their members--short-wave amateurs who attain special results in the establishment of distant connexions.

The title may be conferred on one who establishes radiotelegraphic connexion with all the continents and must have worked in the field of distant connexions for not less than five years, as well as have carried out experiments. "Snipers of the Ether" and "Masters of Short-Wave Connexions" are given special badges. They are also allowed to send out special "sniper" QSL cards indicating the call-letters of the station. There are more than five hundred short-wave amateur stations in Russia.

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FRANK ARNOLD TO WRITE WEEKLY RADIO COLUMN

Frank A. Arnold, formerly with the National Broadcasting Company and a veteran advertising executive, will write a weekly column on developments in radio and television for Editor and Publisher beginning with the new year.

In announcing the feature, Editor and Publisher called attention to the growth in newspaper ownership and operation of broadcasting stations.

"Wide newspaper interest in the radio field", it said, "is indicated by the fact that newspapers now own or have working relationships with approximately 180 of the 685 licensed broadcasting stations, with many more newspaper applications of facilities pending."

U. S. TO PUBLISH MAGAZINE FOR LISTENERS

Beginning in January the Office of Education will issue a monthly magazine entitled "The World is Yours" for distribution to the thousands of listeners to the Office of Education-Smithsonian Institution Sunday morning broadcasts, dramatizing the Smithsonian.

The Magazine will consist of 24 pages, eight of them to be given over to rotogravure art. Reading contents will include two pages of explanatory material for each of the broadcasts to be given that month(this will replace the weekly background sheets sent out by the radio project); a Smithsonian scientific story of the month (the January issue will deal with Dr. Charles G. Abbotts much publicized solar machine); and other scientific and educational material. The first number will include a story on the Smithsonian Institution. Twenty-five thousand copies of the January issue are to be printed.

Bernard Schoenfeld, who has been doing the "World Is Yours" radio scripts will be theeditor, with William N. Thompson and Thomas A. Reynolds as art editors.

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BEAUTY CULTURE,BARRED ON RADIO,MAKES TELEVISION DEBUT

The first television demonstration of health and beauty culture has been given by the British Broadcasting Corporation. A young lady showed exercises designed for all ages, recently, some of which were calculated to bring hope to those who could no more touch their toes (without bending the knees) than swim the English Channel. "There has never been any demand for broadcast physical jerks in Britain--not even when attempts have been made to whip up enthusiasm in the subject", the BBC commented, "But apart from any physical benefits received, there might be considerable entertainment value in such transmissions by television".

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A favorable report upon an application for a permit to erect a new broadcasting station at Brownwood, Texas, for operation on 1370 kc. with 100 watts power, daytime, was filed with the FCC this week by Examiner R. H. Hyde. The applicant is the Brownwood Broadcasting Co.

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A BRITISH "PIONEER" LOOKS AT U.S.BROADCASTING

Impressions of broadcasting in the United States are set forth in a recent issue of WORLD-RADIO, BBC Journal, by one who is labelled a "Broadcasting Pioneer" but left unnamed.

After reveiwing some of the factual aspects of broadcasting as seen in New York City, the writer says:

"Many brains are at work both within and without the American broadcasting chains seeking new and attractive programme features. An American firm of motor manufacturers, alive to the fact that women play an important part in the choice of a car, has arranged a weekly "Fashion parade," during which elegantly attired mannequins are described by a designer who has been closely identified with the "Folies Bergeres" at Paris. This broadcast obviously makes considerable demands upon the imagination. It will be interesting to see how far this new development in broadcasting technique justifies itself.

"Television would place the succes of a programme of this order beyond doubt, but for a widespread exploitation of television Americans will have, I imagine, to wait some little time. The tests now taking place are full of promise. Televised films and studio performances are presented alternately. A standard of 441 lines, with double scanning equal to 60 images a second, will be used eventually, but the exploiters appear determined not to sell receivers to the public until the replaceable parts in the sets have been so simplified and standardised that a woman can choose and change them over. The programme side of television present perhaps an even greater problem to American broadcasters than to those in Europe, as the necessary financial support from "sponsors" is unlikely to be forthcoming until a large area of service and a large number of viewers have been secured.

"The American programmes to be heard in New York contain some excellent musical material, smart dialogues, and frequent novelties. Their precision in presentation is admirable, but one feels that from time to time the exigencies of the commercialized programme system must be causing uneasy moments for those who are artistically inclined amongst the programme executive. For example, a talk on "Angels" from one station on Sunday morning last was followed immediately by another on kidney disorders! This sort of thing, I am sure, will become impossible as the broadcasting art in America develops.

"Everyone I have met who is associated with American broadcasting believes it to be the best in the world. Whether this is so or not, those responsible for American broadcasting on the big scale seem to possess one common virtue: they are conscious that much still remains to be done in the development of the art, and are determined to do it.

"My remarks in this article concern general broadcasting as conducted by the big chains of stations. There are, however, 600 stations in the United States, half of which are not associated with the chains. Generally speaking, the independent stations have but limited radii of service. A small number are operated by Universitires and other educational institutions.".

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BBC HAS 60,000 RECORDS IN ITS LIBRARY

The BBC gramophone library now contains something like 60,000 records, and the number is being increased at the rate of 300 a month. Thousands of records of an ephemeral character are scrapped after a short time in use, and all the records preserved are of more than temporary interest. The library contains practically every piece of classical music, instrumental and vocal, published, as well as the best examples of every other branch of music. Some of the records are of considerable historical value, such as those of Caruso, Patti, Calve, Edouard de Reszke, and a very rare record of Charles Santley. There are also records from the Dominions and Crown Colonies, French-Canadian songs, Maori songs, and many Gaelic, Erse, and Welsh records. The 'curiosity' records include Haydn's 'Flute Clock' and a record of music played by a troupe of sea lions.

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BBC TELEVISION RANGE STILL 25 MILES

"The range of the television transmissions by the British Broadcasting Corporation in London is still only 25 miles", a BBC statement explained.

There seems to be a certain amount of confusion in the public mind about the range of television. In the House of Commons (where two television receivers have been installed, although the members have always resisted the intrusion of sound broadcasting), Mr. Bossom asked the Lord President of the Council, Mr. Ramsay MacDonald, whether the Government would make the necessary arrangements to instal television apparatus in Westminster Abbey, so that the actual Coronation ceremony might be witnessed throughout the Empire. Mr. MacDonald hoped that the question would not be pressed until experiments had gone a little farther. The sound programmes from Alexandra Palace have been received over wide areas--they have been remarkably well heard in Johannesburg, for example. But there has been no substantial increase in the range of television--twenty five miles--since the service was inaugurated.

LEMMON LAUDED AS UNIQUE EDUCATIONAL BROADCASTER

An unusual tribute to the activities of Walter S. Lemmon, of Boston, and his non-profit-making short-wave station W1XAL, was carried in the December 21 issue of TIME magazine.

Pointing out that Mr. Lemmon had declined to make an address at the First National Conference on Educational Broadcasting in Washington, TIME had this to say about the unique educational station and its owner;

"Stocky, blond Engineer Lemmon, who was wireless operator on the GEORGE WASHINGTON when it took Woodrow Wilson to the Peace Conference, made a fortune from his patent on single-dial radio control, is now research chief for International Business Machines Corporation.

"Since Engineer Lemmon foots all the bills for WIXAL himself, his station is not likely to set a precedent."

The articles pointed out that the Boston station had since 1934 broadcast lectures and lessons by Harvard, Radcliffe, and Boston university professors, as well as chamber music, and the complete public program of this year's Harvard Tercentenary.

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NBC CITES NEWS RECORDS IN REVIEWS OF YEAR'S WORK

The National Broadcasting Company called attention to numberous records it made in 1936 in a voluminous year-end review sent out by its press department. In addition, David Sarnoff, President of RCA, and Lenox R. Lohr, President, of NBC, issued statements citing the tenth anniversary of NBC and predicting more progress in 1937.

Among the achievements to which NBC pointed with pride were:

The signing of 26 new broadcast outlets, bringing the number of affiliated stations to all-time high of 111 as of January 1, 1937.

The broadcasting of 342 foreing programs from 38 countries during the first ten months of 1936--more than carried during the entire 1935.

Educational programs increased until they accounted for about 25 per cent of the NBC schedule. Religious programs gained 14 per cent and represented a total of 250 hours.

The transfer of television from RCA laboratories to NBC studios, development of the micro-wave transmitter, and the construction of an ultra-modern vertical radiator antenna for WJZ, New York.

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PALEY TO GREET NEW PACIFIC NETWORK

A special two-hour broadcast, originating in New York and Hollywood, will welcome Columbia's new Pacific coast network to the nationwide system on Saturday, January 2, starting at 10:30 pm EST. William S. Paley, president of the Columbia Broadcasting System, will officially welcome KNX, Hollywood, and KSFO, San Francisco. Major Edward Bowes, acting as master-of-ceremonies during the first hour of the program, will introduce such radio stars at Phil Baker, Nino Martini, Rubinoff, Pic and Pat, George Burns and Gracie Allen, Kay Thompson and her Ryhthm Singers, Milton Berle, Al Pearce and Arlene Harris.

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BRITISH CRITIC CALLS U.S.S.W. STATIONS "ELUSIVE"

A british critic, writing in the December 11 issue of WORLD-RADIO, has this to say of American short-wave stations, which he subsequently discusses in detail:

"Probably the great majority of people in this country who purchase a short-wave or all-wave receiver do so with the specific object of listening to the radio programmes of Uncle Sam. But, having bought their receiver, they may find that the American stations are not quire as easy to receive as the advertisements sould seem to indicate!

There is certainly no dearth of short-wave stations of high power in the United States, as a glance at the list of stations in WORLD-RADIO will show. Most of them are, neverthless, rather elusive transmissions, and one has to search for them intelligently to obtain good results. The bashfulness of these stations may be partly explained by the fact that only two of them-Boston (WiXAL) and Schenectady--employ aerials directional to Europe; and even then the Schenectady transmitters only use their European aerial on the special occasions."

ROOSEVELT LED U.S. OFFICIALS IN TIME ON THE AIR

President Roosemvelt led the list of high federal officials heard over NBC networks during the year, with 33 appearances, eight of which were sponsored by the Democratic National Committee. With one other radio address scheduled for December, this will bring his total number of NBC microphone appearances during his administration to 90 for the four years since his inauguration. Second on the list was Postmaster General Farley, who made 26 appearances, with Secretary of Agriculture Wallace coming third with 22 appearances. Vice President John Nance Garner set a new record when he made six NBC addresses during the year, the first since his inauguration.

Figures released by NBC show that although there has been an increase in the number of officials appearing on the radio, the actual broadcast time decreased 29.4 over the first 10 months of year. During 1935 the average speaking time amounted to 21 minutes, but this figure was cut to 13 minutes during the first months of 1936.

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W B S TO OCCUPY LARGER PLANT IN CHICAGO

Chicago headquarters of World Broadcasting System will move early in 1937 to a new location at the southeast corner of Erie Street and Fairbank Court. World is planning to occupy its new building by February, according to an announcement by Phil L. Deutsch, President of WBS.

Greatly increased activity among transcription advertisers in the midwest aread has encouraged the move to larger quarters. The selection of the site in the upper Michigan Avenue district was influenced by its proximity to Chicago's radio and andvertising centers, according to A.J. Kenddrick, Vice President in Charge. At present World's Chicago offices are located in the Daily News Building, 400 West Madison St.

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Radio City, NBC headquarters in New York city, was second only to Mount Vernon, home of George Washington, as a sightsees' mecca in 1936. It drew 497,399 persons during the first 11 months of the year.

Heinl Radio Business Letter.

July - Dec. 1936.

DATE

July - Dec. 1936